Turning Selling into Buying[®]

APEX[™] Seminars & Fearless Selling[™] Workshops



In tough times and good, everyone needs to contribute to the success of an enterprise - your engineers, executives, sales leaders, consultants, project managers, customer services, marketing professionals - just some of the many people who will improve your results by using the APEX[™] Model of Influence

CONTACT US TO DISCUSS WHICH SEMINARS WILL DELIVER THE MOST TO YOU

Our events are energetic, pragmatic, and blend proven theory with immediately useable skills. Each Seminar addresses a step in the Influence Process and can be tailored to your needs. We can cover:

- the universal drivers that would motivate anyone to buy or 'buy into' what you offer
- how to best prepare yourself, your team, your offering, and your potential 'buyer'
- a simple framework for every influence meeting, that gets results every time
- how to confidently **build a 'Willing Buyer'** and agree a buying plan that works for everyone

'SEMINAR A'

What would Truly Motivate someone to Buy what I Offer?

Delivers all of the:

- Personal, financial & corporate 'Buying Drivers' of your offering
- Powerful words and questions that reveal if a 'drive to buy' exists
- Evidence that builds a willing and convinced buyer
- Marketing actions that attract 'genuine buyers'
- R&D decisions that generate revenue, not costs

ANALYSE

'SEMINAR P'

Maximise your Probability of Success

Delivers ways to build:

- The research you need to 'know' your buyer
- Strength & confidence in yourself and team
- A 'primed' buyer who wants to engage
- Objective confidence in what you're offering
- Personal Returns that connect with the buyer
- Financial Returns that relate to their business

'SEMINAR X'

Turn a Desire to Buy into a Decision

EXCITE

PREPARE



Delivers ways to create:

- Evidence that 'keeps them a buyer'
- Evidence for their organisation to agree
- Key decision makers & influencers
- A full, accurate timeline of the opportunity
- Nearly all of your most important actions
- Protection from risky guesses & assumptions



ELICIT

'SEMINAR E' Create a Real Desire to Buy

Delivers skills and insights that liberate you to:

- Gain assent for a deep connection with the buyer
- Elicit, develop & value all the Buying Drivers they have
- Confirm and Develop, or Agree there's no opportunity
- Be sure you can deliver what they need and what it's worth
- Offer them a buyable, relevant solution to their problem

Fearless Selling Workshops are run by Holis Associates Inc. to transform how our clients deliver sales, channels, investors, partners. Contact us to get a Better Bottom Line AND a Better NIGHT'S SLEEP

Contact Trevor at: tsb@holisinc.com +1-613-792-3866 (Office), +1-613-797-4239 (Cell), +44-20-8133-3574 (from Europe)

"I've believed for quite a while that 'selling' is an outdated concept - it's helping people buy that matters. Trevor really helps individuals & teams turn selling into buying. I've seen him do it, energetically & effectively"

Prof. Bruce M. Firestone

Entrepreneur-in-Residence, Telfer School of Management, uOttawa Founder, Ottawa Senators; Executive Director, Exploriem.org Broker, Century 21 Explorer Realty Inc.

"Trevor's always **stimulating, yet practical**. We took away clear, practical ways to improve how and why anyone would buy more from us"

Alexander Chiang

LINKEDIN: trevoratholis

VP Product Management

Dundas Data Visualization Inc. World Leader in Business Dashboards

THE BOOK: Turning Selling into Buying® - Tools for Work, Skills for Life

TWITTER: sellingtobuying





Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

