

# Discover Belief Based Selling™

## Power UP Your Sales Approach for 2017

Sales professionals are frequently driven to produce more. **More** calls. **More** emails. **More** presentations. **More, More, MORE.**

This is **The Action Trap™** so many sales teams, sales managers, and companies fall into, lowering morale, impacting customer relationships, and affecting sales numbers.

### Is your sales team:

- > Losing customers and business to competitors?
- > Losing motivation and just going through the motions?
- > Gaining a customer, just to lose them later?
- > Unable to breakthrough to finally close the sale?
- > Falling into **The Action Trap?**

## The Answer: Belief Based Selling

Experience this simple, yet powerful approach that focuses on understanding the customer beliefs that drive their sales behavior. Belief Based Selling guides sales teams to delve deeper into the customer experience by first understanding customer held beliefs.

### Can your team answer these questions:

- > Do you know your customer's beliefs?
- > Why are potential customers not buying?
- > What does the competition have that you don't?

Find out how to answer these questions and more. Have your sales professionals learn how to:

- Truly understand customer beliefs around your products, your sales approach, and your company
- Understand Belief Bias and why it is important
- Create a Belief Based Selling Plan for 2017



### Keynote Presentations

Kick off 2017 with a Keynote that inspires and highlights a revolutionary approach to understanding key hidden sales drivers



### Complimentary Consultation

Connect with one of our Belief Based Selling Experts to schedule your complimentary consultation



### Onsite Training

Our Belief Based Selling Experts train your team, transforming their sales approach, delighting customers, and closing sales

Contact Us Today 1.800.504.6070

©2017 Partners In Leadership BBS17\_0001

beliefbasedselling.com