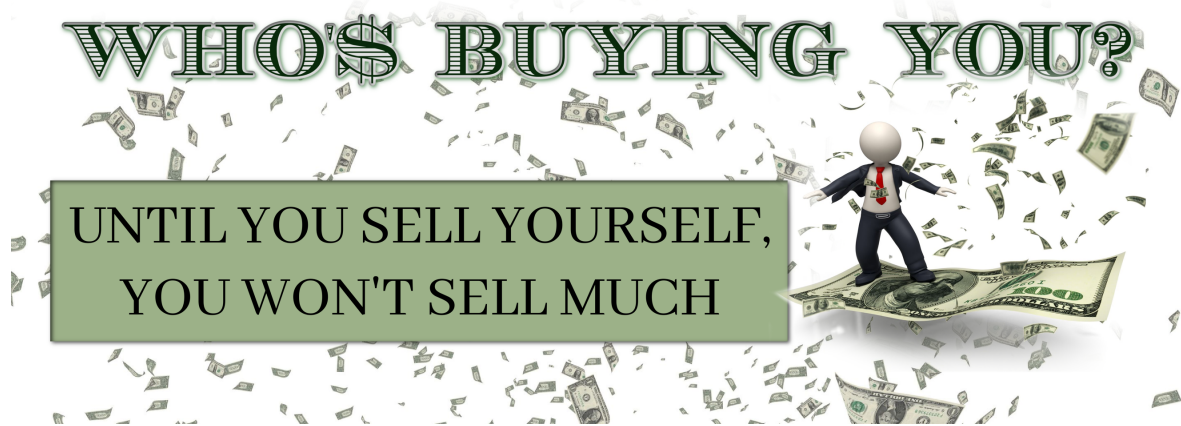




Who's Buying You: Until You Sell Yourself, You Won't Sell Much

Character-based sales training to help people sell themselves, so they will be positioned to sell their products and services. Until you sell yourself, you won't sell much.

Seller Beware:

1. They already know the product

With a smartphone and AI, everyone can research you and your competition. Your real advantage is you — if they like you, trust you, and believe you want to help them.

2. They buy the salesperson first

The first sale you make is you. Seek to understand before attempting to be understood. Listening sells.

3. Character trumps scripts and gimmicks

Scripts and sales gimmicks may get you the short term sale, but a high degree of character will give you the best chance at the short AND long term sale...along with repeat business and referrals.

This program is based on Mack Story's sales book which reveals character-based influence as the foundation of selling. Character-based selling creates lifetime clients loyal to you because of who you are and how you sell.

Built For:

- ✓ Salespeople, business development professionals, entrepreneurs, customer service, estimators, and account managers
- ✓ Manufacturing, construction, trades, service providers, small businesses
- ✓ Teams that believe their character should be their competitive advantage

Not Built For:

- ✗ Those who value high-pressure "always-be-closing" techniques
- ✗ Those who require everyone to follow the script, no matter the situation
- ✗ Companies focused on developing the sales pitch, not the sales person

Attendee Take-Aways

- How to turn your character into your competitive advantage
- How to sell yourself before you attempt to sell your product or service
- How to increase influence which increases your sales
- How to build trust to strengthen customer relationships
- How to compete on character when others are competing on price

Ideal For: Sales Teams • Business Development Professionals • Entrepreneurs • Customer Service • Estimators • Account Managers

Format Options: Keynote • Half-Day or Full-Day Workshop • Multi-Session Series

Schedule a call with us at BlueCollarLeadership.com • Call us: 334-728-4143

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