



PERFORMANCE ACCELERATION

TrustedAdvisorassociates

Trust-based Selling™

In conjunction with Trusted Advisor Associates, Egyii is offering the *Trust-based Selling™* programme from the Trust Service Suite.

Target Audience: This programme is for people selling intangibles and/or complex solutions - Salespeople, Relationship Mangers, Sales Business Leaders and anyone who plays a key role in building relationships for business with clients.

Trust can be taught. Both people and businesses can become more trustworthy, and more trusting. Sales doesn't draw down on trust—it creates trust.

You don't learn trust from a book. You learn by doing, from those who have done, and by applying good commonsense to real-life situations.

It's time to differentiate yourselves from your competitors through *trust*.

In this programme, we will work with your people to show them:

- How to increase sales by increasing trust—in the sales process itself
- How to “Answer the Five Hardest Sales Questions”
- How to sell by doing, not sell by telling
- How and when to handle price
- How to be personally at ease in the sales process
- How to improve sales through collaborating, not competing, with your customer
- How to defuse tension and lower risk in sales situations

This programme is offered in both traditional classroom format and in an onsite-offsite format, which blends activity and collaboration with low-cost delivery.



<http://www.egyii.com/trusted-advisor-edge.html>

