

INSPIRED SELLING WORKSHOP

*Moving from Transactional Agent
to Trusted Advisor*



The Experience

Nothing in business happens until a sale is made. But no one wants to be “sold.” They want a solution. That’s why it’s time to stop *selling* and start *solutioning*.

Sales Leaders constantly grapple with the dilemma: their team isn’t capturing all the potential in the marketplace. But the same methods that brought them to this point no longer work.

The InSPIRED Success System can transform the sales process from being transactional to growing an informed, consultative relationship with customers where trust and insight are a sales professional’s highest value offering.

Customers want to do business with people who take the time to understand their needs, then strategically meet those needs in trustworthy ways. InSPIRED Selling turns *salespeople* into Trusted Advisors.

The Adventurers

- **C-Suite Leaders** will learn how to create and deploy the Trusted Advisor culture through the design stage to practical deployment, embedding beliefs and behaviors to deliver top sales performance.
- **Sales Leaders** will be equipped with proven processes and methodologies to provide both the principles and practices that deliver consistent, elevated results for repeatable, sustainable, and scalable success, and seamless integration for superior service.
- **Sales Professionals** will be equipped to meet the challenges in the marketplace, confidently own the desired relationships, and work proven processes that yield effective outcomes with higher closing ratios.


Chris Fuller is a veteran business consultant who believes life is an adventure to be lived, not a crisis to be survived—and leadership is a privilege to be passionately pursued. He’s experienced leadership at every level imaginable—from being an unprepared, first-time leader to advising C-Suite leaders at Fortune 500 companies—and everywhere in between. He’s spent decades running and scaling businesses, training and developing leaders, and preparing teams to reach their highest summits. Chris now leads a team of facilitators who love leveraging tales of real-life adventure to bring critical leadership lessons to life.



“**Dynamic and convincing delivery! Challenged us to open our minds to a better, more productive way of selling.**”
—Dan

The Objectives

- Discover the proven methods that turn your sales teams into a highly-functioning, profit-generating, integral connection with your customers.
- Learn how to build trusted relationships that turn prospects and transactional clients into partners and valued relationships.
- Identify the powerful connection that Sales EQ has with customer relationships and why people will pay more to buy from someone they trust.



What if your sales teams became so valued and trusted that they became known as the go-to leaders in your industry?

Participants Will Learn...

- The principles and psychology of the InSPIRED Success System
- A deep and critical understanding of the Sales and Buy Cycle
- How to move from self-defeating transactionalism to become an empowered Trusted Advisor
- The enemies of the sales process (and how to slay those dragons!)
- The Secrets of the Top Tier, both mindset and methodologies
- How to master the art and science of the Trusted Advisor role
- How to sell more effectively with emotional intelligence—SalesEQ
- To discover his or her natural, hardwired approach to the sales process
- To develop a custom plan that fits with your own naturally unique behavioral style
- How to overcome self-defeating beliefs and behaviors

The Gear

- Full-day intensive workshop*
- Interactive Participant Guidebook
- Behavioral Style Profile
- An engaging, fun experience that brings leadership lessons to life

**(Workshop can be customized for first time leaders or supervisors, or expanded to a multi-day boot camp experience.)*

The Benefits

Put simply: More sales! When Sales Professionals apply the insights from the InSPIRED Sales Success System, they transform their approach from weak and transactional to become industry-expert Trusted Advisors.

They forge deeper relationships with customers that produce enviable results. InSPIRED Selling uncovers the problems most salespeople face and provides an authentic path forward to more closed sales and greater revenue.

Organizations who participate will maximize their sales force, reduce turnover, win more business, and create loyal, inspired customers who become an integral part of the journey.

Without an effective sales force, an organization's mission and vision is merely a pipe dream. When the people in your organization become trusted advisors to your customers, it changes the way you do business.

The InSPIRED Selling Workshop teaches sales teams to become trusted advisors.

If you're ready to build profitable relationships, contact Chris now.

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