



Integrity Selling®

is a comprehensive sales training solution that positively impacts attitudes and beliefs about selling, while supporting the consistent application of positive, customer-focused sales behaviours.

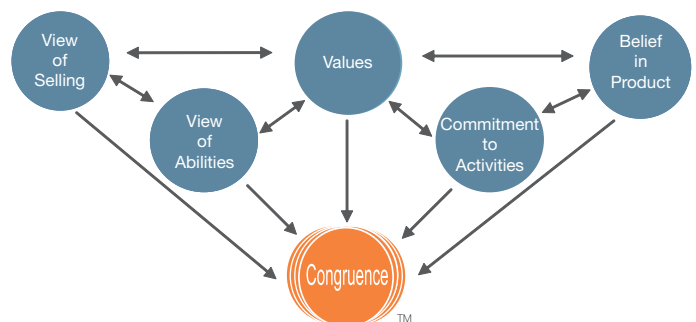
Grounded in strong values and ethics, the Integrity Selling® process embodies the following:

- A needs-focused selling system - AID, Inc.®
- A simple Behaviour Styles® language
- Action Guides™ that prevent a “product feature presentation”
- A follow-up course with accountability for application
- Principles-based content – easily accepted and applied
- Learning dynamics that impact attitudes, beliefs and skills
- Aligned coaching resources for Managers

Monthly open certification courses or in-house certifications are available.

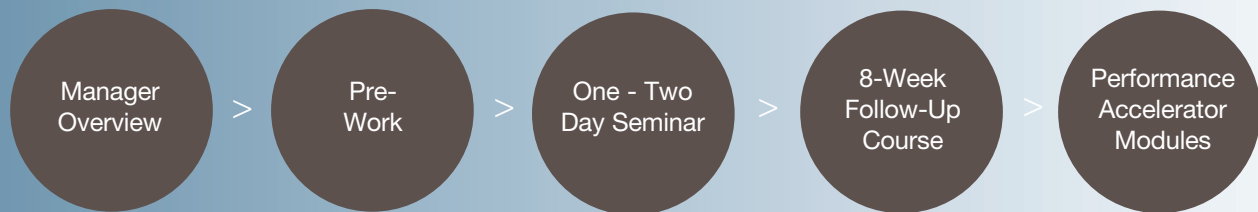
Congruence of Knowledge, Skills and Values

A successful sales experience requires more than skills and product knowledge. It is also influenced by internal beliefs in the following dimensions:



Unique learning dynamics and a strong focus on customer-focused values and ethics help to bring these five dimensions into congruence or alignment. As this occurs, participants develop more confidence and commitment to consistently practice needs-focused selling.

Implementation Timeline



Timeline for Behaviour Change

The timeline above supports the consistent application of customer-focused sales behaviours through time lapse, accountability, positive peer interactions and coaching.

Customer-focused behaviors are reinforced through an eight-week follow-up course, when participants share best practices and brainstorm solutions to challenges. Monthly Performance Accelerator modules sustain learning.

Expected Return on Investment

- **CONSISTENT** high sales performance
- **INCREASED** job satisfaction
- **GREATER** customer loyalty
- **DECREASED** call reluctance
- **STRONGER** goal clarity
- **RETENTION** of top performers

Values and Ethics of Integrity Selling®

1. Selling is a mutual exchange of value.
2. Selling isn't something you do to people; it's something you do for and with them.
3. Develop trust and rapport before any selling activity begins.
4. Selling pressure is never exerted by a sales professional. It's exerted by customers when they recognise they want your products.
5. Selling techniques give way to values-driven principles.
6. Truth, respect and honesty provide the basis for long-term selling success.
7. Ethics and values contribute more to sales success than techniques or strategies.
8. Understanding wants or needs must always precede any attempt to sell.
9. Negotiation is never manipulation. It's a strategy to work through concerns – when customers want to work through them.
10. Closing is a victory for the customer and the sales professional.

“Selling success is more an issue of who you are than what you know. While knowledge is necessary, sustained success comes to the person who's driven by strong values and ethics.”

- Ron Willingham, *Integrity Selling for the 21st Century*