



Integrity Selling® is a customer needs-focused sales process that helps sales professionals achieve more of their potential by developing the attitudes, beliefs and behaviors of top performers.

Integrity **Selling**®

# Overview

## OVERVIEW

Integrity Selling® is a comprehensive ethics and values-based sales development process that redefines selling as an activity of identifying and filling wants or needs and creating value for customers. Integrity Selling® leverages Integrity Solutions® proprietary learning methodology and is based on the foundational process used for developing customer needs-focused consultative sales skills.

The core process of Integrity Selling® includes:

- ✓ AID, Inc.®—a needs-focused selling system.
- ✓ Behavior Styles® model and language to enhance communication with customers.
- ✓ Structured Follow-Up process.
- ✓ Learning dynamics that target attitudes as well as skills.
- ✓ Ongoing Performance Accelerator Sessions.

## STATEMENT OF VALUES & ETHICS

Integrity Selling® is based upon the ten values and ethics described below. These values need to be endorsed by top management and aligned with the organization's values.

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. Developing trust and rapport precedes any selling activity.
4. Selling pressure is never exerted by a sales professional. It's exerted only by people when they perceive 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. Values and Ethics contribute more to sales success than do techniques or strategies.
8. Understanding customers' wants or needs should precede attempts to sell.
9. Negotiation is never manipulation. It's always a strategy to work out problems—when customers want to work them out.
10. Closing is a victory for both the customer and the sales professional.



## HOW INTEGRITY SELLING® WORKS

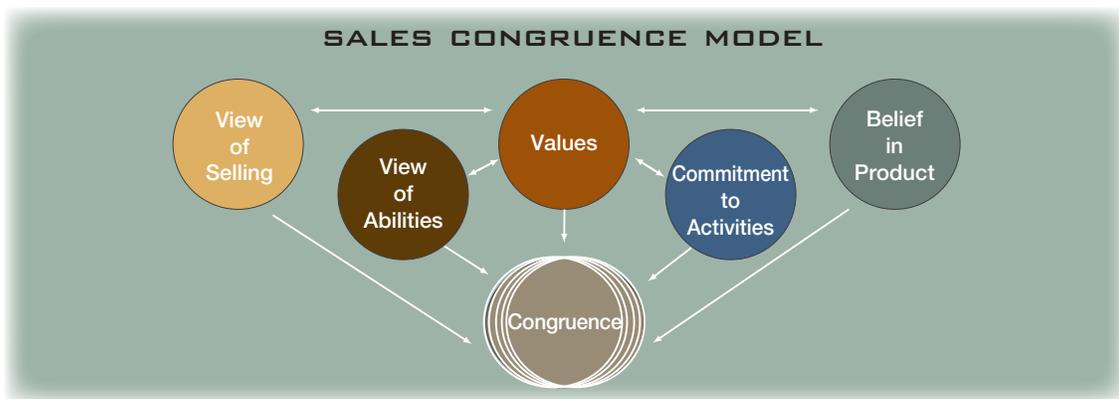
The major objective of Integrity Selling® is to positively impact selling behaviors in organizations. The process is not “event” training which is designed to present information. Rather, the focus is on changing behavior through a continuum that is implemented over time to reinforce desired selling behaviors and habits.

The Integrity Selling® process:

- ✓ Creates a highly interactive partnership with facilitators, peers, managers and customers.
- ✓ Provides continual reinforcement and practice with real-life (RealPlay™) situations.
- ✓ Involves managers as coaches.

## CONGRUENCE OF KNOWLEDGE, SKILLS AND VALUES

The Sales Congruence Model™ is a key model describing the importance of the different dimensions necessary for sales success. We have discovered that success has more to do with an individual's beliefs, values and view of possibilities than experience, knowledge or management. The degree of congruence between the five dimensions in this model (within an individual) is most critical to determine a person's level of success. When an individual experiences inner conflict between any of these five dimensions, emotional gaps develop. Gaps are typically demonstrated in the form of stress, lack of focus, disengagement and/or unacceptable performance. Integrity Selling® addresses each of the dimensions and helps sales professionals reduce inner conflict to bring them into congruence. As a result the individual's achievement drive is released and productivity is increased.



## OUR SIX-STEP COMMUNICATION SYSTEM

The AID,Inc.® System helps people:

- ◆ **Approach...** to prepare effectively and build trust.
- ◆ **Interview...** to identify needs, wants and challenges.
- ◆ **Demonstrate...** to show how your products address identified needs.
- ◆ **Val-I-date...** to cause people to trust you and believe.
- ◆ **Negotiate...** to welcome and work through problems and objections.
- ◆ **Close...** to ask for a commitment to action.



## COMPONENTS OF INTEGRITY SELLING®

As a result of Integrity Selling®, participants develop behaviors practiced by the most successful sales professionals in the industry. Follow-up and reinforcement of the desired behaviors are critical to bringing about a customer-focused culture. Successful behavior change and performance acceleration is achieved through several components: Managers' Pre-Seminar Orientation, Integrity Selling® Development Profile, the Seminar, 8-weekly Follow-Up sessions and Performance Accelerator reinforcement modules.

## MANAGERS' PRE-SEMINAR ORIENTATION

Explains how the Integrity Selling® dynamics work to create a customer-focused sales organization. Sets leadership expectations and emphasizes the importance of leaders/managers modeling and coaching the process.

## INTEGRITY SELLING® DEVELOPMENT PROFILE (ISDP)

The ISDP provides a personal assessment that evaluates the 18 dimensions critical for sales success. The assessment heightens participant's awareness of strengths and areas for improvement while creating a targeted focus for self or manager coaching.

## INTEGRITY SELLING® SEMINAR ( 1 day )

Creates the foundation for the eight weekly follow-up sessions. After the foundation is established, long-term results are recognized as participants apply the information on a weekly basis and activate commitments made during the Seminar.

## STRUCTURED FOLLOW-UP PROCESS ( 8 Weeks )

Develops internalized customer needs-focused sales skills, attitudes and behaviors through:

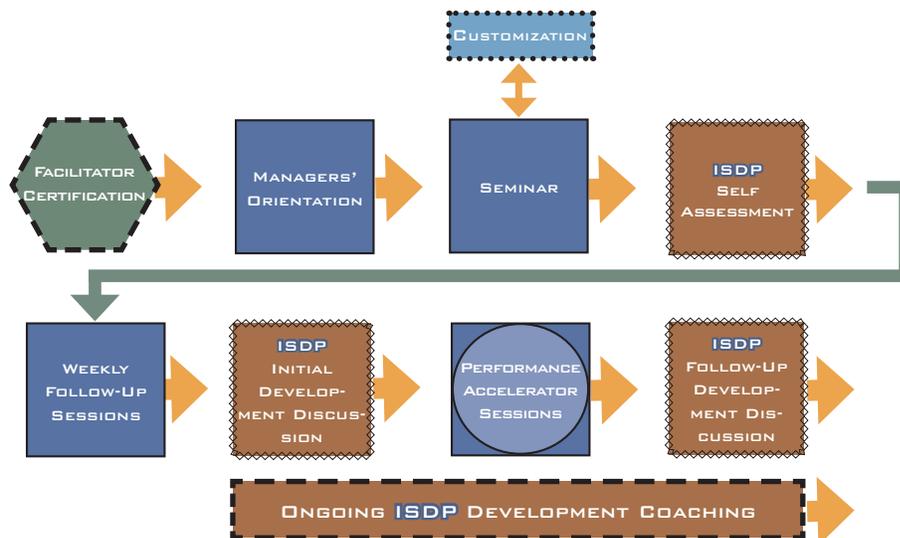
- ✓ Practicing specific Action Guides™ on a focused, weekly basis.
- ✓ Reporting of practice and results, with accountability.
- ✓ Recognition and encouragement by peers and managers for effective practice.
- ✓ Time lapse for new behaviors to be formed.

Weekly Managers' Coaching Sessions get leaders reinforcing new behaviors, developing their people and creating a climate for success.

## PERFORMANCE ACCELERATORS

Keeps the sales culture alive through six monthly, bimonthly or quarterly reinforcement modules implemented four to six months after completion of the weekly follow-up sessions.

## INTEGRITY SELLING® TIMELINE



## CREATING A COMPETITIVE ADVANTAGE

Process-based learning approaches to improve the effectiveness of sales organizations have been validated by CSO Insights.\* Their research of over 1000 sales organizations found that organizations that employ event based approaches to sales training (or have no sales training at all) under-perform process-based sales development approaches in terms of *performance to quota* by 13% to 26%.

Only 17% of sales organizations employ a process-based approach to sales force development. This presents a significant opportunity to create competitive advantage. By implementing a process based approach such as Integrity Selling you will build the consultative customer needs-focused attitudes, beliefs, skills and behaviors of your sales team.

\* CSO Insights Sales Force Optimization Report, 2007.

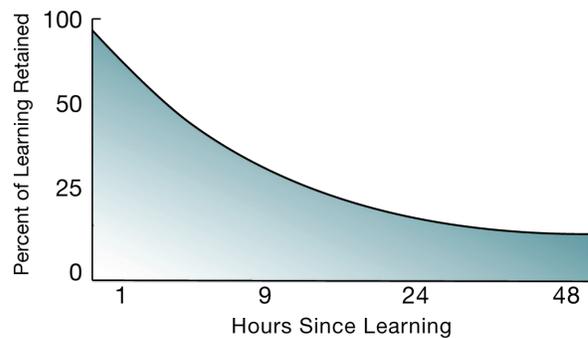
## WHAT PEOPLE WILL LEARN

ALL EMPLOYEES LEARN	LEADERS, MANAGERS AND SUPERVISORS ALSO LEARN	ADDITIONAL REINFORCEMENT MODULES
<ul style="list-style-type: none"> <li>◆ A Customer Needs-Focused Communication Model (AID, Inc.®)</li> <li>◆ An Easy to Use Behavior Styles® Language</li> <li>◆ The Importance of Attitudes, Values and Ethics</li> <li>◆ The Difference Between a Product or Process Focus and a Customer-Needs Focus</li> <li>◆ How to Interview More Effectively to Identify Specific Needs</li> </ul>	<ul style="list-style-type: none"> <li>◆ The Difference Between Education and Behavior Change</li> <li>◆ Their Role in Developing a Sales Culture</li> <li>◆ How to Model Appropriate Behaviors</li> <li>◆ How to Build People Through One-on-One Coaching</li> <li>◆ What Causes Employee Engagement</li> <li>◆ How to Keep the Skills &amp; Culture Alive</li> </ul>	<ul style="list-style-type: none"> <li>◆ Increasing Your Achievement Drive</li> <li>◆ Developing Powerful Interviewing Skills</li> <li>◆ Building Belief in Yourself and What You're Selling</li> <li>◆ Asking Elevated Questions</li> <li>◆ Selling People the Way They Want to Buy</li> <li>◆ Setting Goals for Higher Achievement</li> </ul>

## FORGETTING CURVE

Our approach to behavior change occurs through the interactive nature and accountability of applying what has been learned through the follow-up process—unlike event/platform formats that only present information or teach in a stimulus-response format.

Research conducted by G. V. Goddard and others confirms this approach—without a formal process to hold people accountable to immediately apply and reinforce training material, retention falls at an accelerating rate. Consequently, there is little to no behavior change or performance improvement. Goddard's research is known for the "Forgetting Curve" which illustrates that without reinforcement and application within 48 hours of a learning event 75% of the information covered is forgotten.\*



\* Charles Fred, *Breakaway: Using Speed and Expertise to Deliver Value to Customers Fast*, Grand River Pub., Boulder, CO. 2001, p. 27.

## UNIQUE ADVANTAGES

More than 2,000 organizations worldwide have implemented our processes aimed at developing true customer-needs focused sales and service cultures. Observable and measurable results are the outcome. Here is a list of what our clients say make Integrity Solutions® processes so uniquely effective.

- ➔ **Behavior Change from Follow-Up:** **Integrity Selling®** employs a powerful learning process we call *Discovery Learning*. Discovery Learning is an experiential environment where questions are asked and situations created that cause people to learn for themselves. The sessions are structured to get people into action practicing certain principles and discovering answers and solutions themselves.
- ➔ **Impacts the Whole Person:** Many studies conclude that about 85% of selling success is based on attitudes and about 15% on the skills developed. For this reason, **Integrity Selling®** also deals with the inner issues that cause success... attitudes, values, self-beliefs and achievement drive.
- ➔ **Cultural Consistency:** Effective development of a service or sales culture starts with a solid foundation. **Integrity Selling®** provides a proven selling process which is easily adaptable and personalized to your environment. It also provides a consistent, common language for people to embrace and for sales leaders to reinforce positive behaviors and coach to improved performance.
- ➔ **Builds Customer Loyalty:** **Integrity Selling®** defines sales as identifying and filling needs people have and creating value for customers. This definition develops stronger competence, confidence, and commitment in your sales professionals and, in turn, deepens relationships and trust with your customers. The end result: a powerful and distinct advantage for your organization.
- ➔ **Universally Applicable:** **Integrity Selling®** is relevant in the global marketplace because of its principle-based foundation. It is applicable to all levels of experience from a novice to seasoned professional.

Sales professionals will actually use this process. In fact, they like it! **Integrity Selling®** is not compacted with techniques, formulas, theories or other information overload. It is practical and at the same time, profound enough to be useful to individuals throughout their careers.