

Stop Selling and Help Me Buy

Customers and prospects do not want to be “sold”

anymore than you do. They want someone to “help them buy.” They want to be communicated with in a manner that works for them, not the sales person.



Regardless of product category, it has been scientifically documented that we all prefer buying from people we like. It is no surprise then that the people we like the most are just like us. There is a GAP between “US” (the sales leader) and “THEM” (the purchaser).

Through this workshop, John helps the participants narrow the GAP.

John will transform the way your people think of themselves and how they view customers and prospects. If increased sales productivity is your goal, this step-by-step approach of applying behavioral techniques to the sales process offers a powerful solution.

This workshop is highly interactive and includes individual and group role-playing. The participants will effectively learn to slow down, get to know the customer/prospect, and improve their sales productivity.

“In 25 years in the business, I have never invested in anything more worthwhile for my organization than this program.”

Rich Land, Area Sales Manager, Wells Fargo Home Mortgage.

John is a businessman, a speaker, an author, and a leadership coach. He has been a hands-on student of effective leadership for 30 years and his experience ranges from middle to senior management and from small to large companies in a variety of industries. At the age of 28 John was Vice President of Marketing of a \$1 billion bank. By age 34 he was Senior Vice President for the 18th largest advertising agency in the United States. As an entrepreneur, John has helped launch three companies. He has been awarded the distinction of Certified Professional Behavior & Values Analyst, and is now a featured leadership columnist for The Business Journal of Phoenix, Arizona.

A Few Clients

American Express
CIGNA
Data Systems International
GlaxoSmithKlein
The International Council
of Shopping Centers
Kaiser Permanente
MassMutual
PFPC
Scottsdale Insurance
SunAmerica Securities
TAP Pharmaceuticals
The Hartford
University of Phoenix
Valpak Direct Marketing
Wells Fargo Home Mortgage



John Hersey
Creating Contagious Leadership