INTEGRITY SELLING®

Integrity Selling® is a comprehensive sales training solution that balances the two essential components of sales success:

SKILLSET

Building selling skills with a focus on deeply understanding your customers and developing trusted relationships that influence and advance buying decisions

MINDSET

Bolstering achievement drive and self-belief by strengthening the positive attitudes and emotional factors that drive sales success

Through online social interaction, video-based learning, gamification and accountability activities—combined with facilitator-led workshops and coaching sessions—Integrity Selling® leverages the latest developments in learning. Our flexible approach drives real results.

Online Social Interaction

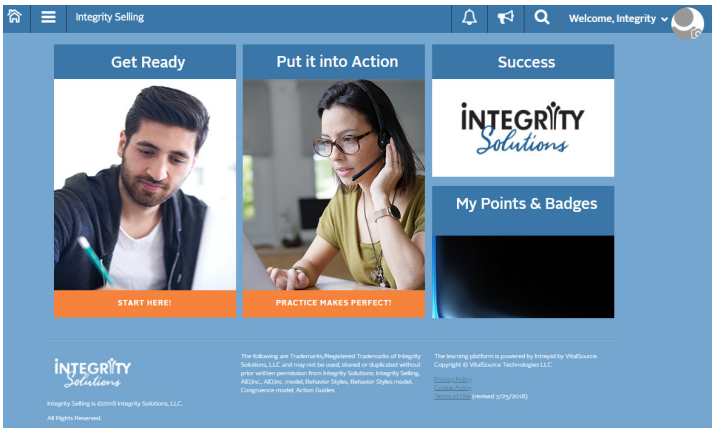
Video Learning

Gamification

+

Workshops: In-person or Virtual

Coaching



Integrity's Digital Learning Platform incorporates video, social, assessments and gamification to provide an online resource before, during and after the instructor-led sessions

WORKSHOP SESSIONS

Session 1: The Foundation — the essential attitudinal and emotional components of a successful sales career.

Session 2: Approach — How to initiate a sales dialogue.

Session 3: Interview — How to ask questions effectively to uncover needs, wants and challenges.

Session 4: Demonstrate — How to create value in your solutions.

Session 5: Val-I-Date — How to build credibility in yourself, your products and your company.

Session 6: Negotiate — How to most effectively resolve customer concerns.

Session 7: Close — How to successfully reach agreement to move forward.

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WORKSHOP CONTENT

The Integrity Selling® workshop can be conducted in a one-day face-to-face or 3 x 2-hour live virtual sessions. The goal of the workshop is to begin to adapt the concepts introduced in the online pre-work to your specific selling scenarios, and set goals for both professional and personal improvement during the course. The workshop uses a variety of learning modalities including self-discovery, video, group exercises and paired practice.

1

SESSION

The Foundation

LEARNING OBJECTIVES:

1. Discuss a client-needs focused definition of "selling."
2. Explore the foundation of Values and Ethics in selling.
3. Understand the Four Traits of successful salespeople.
4. Determine the impact of values, ethics and mindset on your sales effectiveness.
5. Explore how to adapt effectively to different Behavior Styles®.
6. Discover the power of a consistent, repeatable sales process.

ACTION PLAN:

1. Rate your level of proficiency in the Four Traits and set improvement goals.
2. Assess your current levels of self-belief in each of the five areas of Sales Congruence. Recognize the impact of those beliefs on your productivity.
3. Complete a Behavior Styles® assessment on yourself in the work environment. Also, assess a person with whom it is easy for you to communicate and a person with whom you find it difficult to communicate. Discuss what insights you gained.
4. Determine your primary and secondary behavior style.

2

SESSION

Approach

LEARNING OBJECTIVES:

1. Connect more effectively with customers.
2. Understand a process for confidently opening a sales dialogue.

ACTION PLAN:

1. Determine how you would adapt your Approach to customers with different Behavior Styles®.
2. Identify and discuss two Approach Action Guides, how you will practice them, and the benefits that both you and your customer will receive from doing so.

3
SESSION

Interview

LEARNING OBJECTIVES:

1. Understand the importance of the Interview step and its impact on the rest of the sales process.
2. Explore how to create value for customers by helping them think through their challenges and needs.
3. Gain insight into asking those questions most effectively.
4. Introduce the Gap Model™ to provide a framework for asking effective questions.
5. Discuss passive vs. active listening, and what to listen for.

ACTION PLAN:

1. Identify specific needs, wants or challenges your customers might have that you can help address.
2. Design need-development questions specific to your own situation and customers that address both what questions to ask and how to ask those questions most effectively.
3. Practice asking questions that address both the logical needs and emotional wants of the customer.
4. Identify methods to actively listen using the Gap Model™.
5. Commit to two Interview success principles and how you will practice them.

4

SESSION

Demonstrate

LEARNING OBJECTIVES:

1. Understand how to effectively communicate what you offer in terms of tying benefits to client needs/wants/challenges.
2. Determine how to elicit feedback from the client on what you have shared.

ACTION PLAN:

1. Practice translating your offering into value to the customer and increasing acceptance of your recommendations.
2. Create feature/benefit statements that link your specific products/services' features and their related benefits and tie those benefits to typical customer needs.
3. Practice verbalizing the value you bring customers in a clear, concise, compelling manner.
4. Commit to two Demonstrate success principles and how you will practice them.

5

SESSION

Val-I-date

LEARNING OBJECTIVES:

1. Address how to validate throughout the AID,Inc.® process.
2. Prepare to effectively validate yourself, your company and your products and services.
3. Adapt your validation with different Behavior Styles®.

ACTION PLAN:

1. Generate ideas to Validate yourself, your organization and your products and services.
2. Build Validation into the feature/benefit statements tied to customer needs.
3. Identify how to adapt how you Validate to customers with different Behavior Styles®.
4. Commit to one Validate success principle and how you will practice it.

6

SESSION

Negotiate

LEARNING OBJECTIVES:

1. Discover the importance of anticipating and seeking out objections and concerns.
2. Prepare to respond to unexpected or challenging questions.
3. Respond effectively to price concerns and objections.
4. Understand the relationship between benefits, value and price.

ACTION PLAN:

1. Generate a list of common customer objections and, using the ACR (Acknowledge, Clarify, Respond) formula, design responses.
2. Diagnose what steps of the AID,Inc.® process may not have been completed based on the customer objection.
3. Commit to two Negotiation success principles and how you will practice them.

7

SESSION

Close

LEARNING OBJECTIVES:

1. Discover how the Close should be a natural outcome of the AID,Inc.® process.
2. Discuss how to ask effective trial close questions.
3. Determine how and when to ask for a commitment on a specific next step.

ACTION PLAN:

1. Structure and practice your own trial closing questions.
2. Commit to two Closing success principles and how you will practice them.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Watch the *Setting the Stage* video.
2. Use the AID,Inc.® Styles concepts as you call on clients. Be prepared to share specific examples of your application.
3. Complete an Integrity Selling® Development Profile online.
4. Notice and match Behavior Styles® and fill in worksheets.
5. Complete *Prepare for Your Session* and publish your Field Report. Review several other Field reports/Videos and comment on two that offered specific ideas that you could apply. Print your report and have it handy during the call.

FOLLOW-UP CONTENT

The Follow-up sessions are the most impactful part of the Integrity Selling® program. The focus is primarily on application of the Action Guides in real-world selling situations. The principles of repetition, reinforcement, accountability and coaching are critical to improving performance. In addition to practicing effective selling skills during the Follow-up sessions, participants also set, refine and review development goals that will build self-belief in key mindset areas.

SESSION 1

The Foundation

LEARNING OBJECTIVES:

1. Debrief key points from the workshop.
2. Identify successes you've had as a result of application of principles.
3. Learn what actions you can take to develop the Four Traits.
4. Understand the Three Dimensions of Human Behavior™.
5. Learn the application of Behavior Styles® to different stages of AID,Inc.®

APPLICATION:

1. Define strength and dimensions for development through completion of the Development Profile online assessment.
2. Discuss two actions you have taken, or could have taken, over the past week to develop one of the Four Traits.
3. Discuss how you adapted to different Behavior Styles® and the impact that had on customer dialogues.
4. Review and commit to specific professional and personal goals.
5. Discuss impact of pre-call preparation.
6. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Watch the video on the digital platform before the next session *Approach*.
2. Practice the Approach Action Guides™ at every opportunity.
3. Upload your 1 – 2 minute application video or complete an online Field Report.
4. Fill in a Behavior Styles® checklist on several customers with whom you find it more challenging to communicate. Consider how you can/will adapt.
5. Bring a completed Pre-Call Plan for an upcoming customer call that will not yet have taken place. Y*ou will have an opportunity to refine that plan during the Follow-up Session.*

2
SESSION

Approach

LEARNING OBJECTIVES:

1. Learn how to make a stronger, more positive impact on customers.
2. Understand how to Validate during the Approach to help develop trust.
3. Review the purpose of each step in the AID,Inc.® system and discuss common ways the AID,Inc.® system is validated.

APPLICATION:

1. Report back on application of Approach Action Guides™ in a specific customer conversation during the week.
2. Capture how to effectively Validate during the Approach.
3. Identify how you adapted your Behavior Style during the Approach step.
4. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Approach step.
5. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Review the week's assignments and watch the video on the digital platform *Interview*.
2. Use and refine Gap Model™ questions to help your customer think beyond their current situation.
3. Practice the Interview Action Guides™ at every opportunity.
4. Adapt your questions for different Behavior Styles®.
5. Bring a completed Pre-Call Plan for an upcoming customer call that will not yet have taken place with an emphasis on planning Gap questions. *You will have an opportunity to refine that plan during the Follow-up Session*.
6. Complete *Prepare for Your Session* and publish your Field Report or post a video. Review several other Field Reports/Videos and comment on two that offered specific ideas that you could apply. Print your report and have it handy during the call.

3
SESSION

Interview

LEARNING OBJECTIVES:

1. Increase effectiveness at uncovering customer wants, needs and challenges.
2. Further refine and deepen your interviewing skills through use of the Gap Model™.
3. Understand how to adapt the Interview to different Behavior Styles®.
4. Reflect on your confidence level during the early stages of a customer conversation.

APPLICATION:

1. Report back on application of Interview Action Guides™ in a customer conversation from the past week.
2. Practice asking questions that help customers discuss previously unrecognized problems and/or unforeseen opportunities.
3. Address how to adapt the Interview step to customers with different Behavior Styles®.
4. Rate yourself on Interviewing Assessment.
5. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Interview step.
6. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Review the week's assignments and watch the video on the digital platform before the next session *Demonstrate for Differentiation*.
2. Practice the Demonstrate Action Guides™ at every opportunity.
3. Reflect on how your self-belief and Congruence Model is changing since the Workshop.
4. Complete *Prepare for Your Session* and publish your Field Report or post an application video. Review several other Field Reports/Videos and comment on two that offered specific ideas that you could apply. Print your report and have it handy during the call.

4
SESSION

Demonstrate

LEARNING OBJECTIVES:

1. Reinforce the importance of linking benefits to needs.
2. Recap generating and using Feedback Questions.
3. Review identifying different Behavior Styles®.
4. Reinforce the impact of Sales Congruence on performance.

APPLICATION:

1. Report back on application of Demonstrate Action Guides™ during a specific customer conversation in the past week.
2. Select one of your customers. Link that customer's wants or needs to your product or service features and benefits.
3. Review and refine professional and personal goals.
4. Discuss progress in self-belief in the five Congruence Model areas.
5. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Demonstrate step.
6. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Review the week's assignments and watch the video on the digital platform before the next session *Validating Your Claim*s.
2. Practice the Validate Action Guides™ at every opportunity.
3. Complete *Prepare for Your Sessio*n and publish your Field Report or post an application video. Review several other Field Reports/Videos and comment on two that offered specific ideas that you could apply. Print your report and have it handy during the call.
4. Bring a completed Pre-Call Plan for an upcoming customer call that will not yet have taken place. *You will have an opportunity to refine that plan during the Follow-up Session.*

5
SESSION

Val-I-date

LEARNING OBJECTIVES:

1. Reinforce how to validate yourself, your organization and your products and services.
2. Understand the Perceived Value Process.
3. Review the *Law of Psychological Reciprocity*.

APPLICATION:

1. Report back on application of Validation Action Guides™ during a customer conversation from the past week.
2. Generate examples of extra value you provide to your customers.
3. Identify how to apply the concept of Psychological Reciprocity.
4. Adapt how you Validate to different Behavior Styles®.
5. Identify ways to Validate during every step of the AID,Inc.® process.
6. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Validate step.
7. Complete the Positive Traits exercise.
8. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Review the week's assignments and watch the video on the digital platform before the next session *Negotiating Concerns*.
2. Practice the Negotiate Action Guides™ and the ACR (Acknowledge, Clarify, Respond) formula during the week.
3. Complete Pre/Post Call Plans on several customers with whom you anticipate objections or concerns. Develop responses using ACR (see Resources Accordion.)
4. Complete *Prepare for Your Session* and publish your Field Report or post an application video. Print your report and have it handy during the call.

6

SESSION

Negotiate

LEARNING OBJECTIVES:

1. Continue to build more confidence in resolving customer objections and concerns.
2. Review negotiation fundamentals.
3. Understand the impact of Sales Congruence on the Negotiate step.
4. Reinforce how to deal with premature price questions and present the price with maximum impact.

APPLICATION:

1. Report back on application of Negotiation Action Guides™.
2. Select specific customer objections encountered and resolve them using the Acknowledge, Clarify, Respond formula.
3. Revisit the Four Traits and complete a retrospective pre/post assessment.
4. Discuss progress in self-belief in the five Congruence Model areas.
5. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Negotiate step.
6. Select Award recipients.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Review the week's assignments and watch the video on the digital platform before the next session *Gaining Closing Commitments*.
2. Focus on applying the Close Action Guides™ in customer conversations.
3. Write specific closing commitments you hope to gain as you Pre-Call Plan.
4. Post an *I Broke Through* video message to capture one of your successes (See Resources Accordion)

7

SESSION

CLOSE

LEARNING OBJECTIVES:

1. Recap that closing is simply asking for a commitment at the right time.
2. Understand the impact of Sales Congruence on the Close step.
3. Reinforce the importance of ending every sales dialogue with an action—interim step or ultimate agreement to move forward.
4. Recognize that people make decisions differently and understand how to adapt accordingly.

APPLICATION:

1. Report back on application of Close Action Guides™.
2. Identify how to adapt the Close with those who make decisions differently.
3. Review and refine your Pre-Call Plan for an upcoming dialogue with an emphasis on the Close step.
4. Select Award recipients.
5. Complete Integrity Selling® Benefit Report.

OUTSIDE REALPLAY™ ASSIGNMENTS:

1. Watch the *Celebrating Success* video.
2. Post an *I Broke Through* video to capture your most meaningful Integrity Selling® success.
3. Complete *Prepare for Your Session* and publish your Field report. Print your report and have it handy during the call.

8

SESSION

Celebration

LEARNING OBJECTIVES:

1. Celebrate and culminate the weekly meeting sessions. Learning includes:
   - Enhanced sales and communication skills
   - Heightened ability to communicate with different styles of people, and
   - Understanding of the impact of values and ethics and the Four Traits on sales effectiveness.
2. Experience personal growth through publicly sharing the benefits this course has had on each participant.
3. Receive recognition for participation in Integrity Selling®.

APPLICATION:

1. Share Integrity Selling® Benefit Reports:
   - Main benefit you gained from Integrity Selling®.
   - Details of a single sale made or an improved customer relationship as a result of using AID,Inc.®
   - Based on a comparison of your first and second Development profile, your two areas of greatest growth and two key areas for ongoing development, and
   - One goal that will be reached because of the program.
2. Select Integrity Selling® Award recipient.

ABOUT INTEGRITY SOLUTIONS

Integrity Solutions, the performance experts, equips sales teams to rise up and lead by building trusted customer relationships with integrity at their core. As the partner of choice for values-driven organizations, the firm specializes in innovative sales, service and coaching training solutions that fuel performance, grow talent, lift up customers and elevate leaders. Our experience spans over 50 years, 130 countries and industries including healthcare, financial services, manufacturing, energy and utilities, agriculture and more. Integrity was most recently recognized with multiple Stevie Awards for sales training excellence in 2020 and 2019 and as a 2019 Top 20 Sales Training Company by Selling Power and Training Industry.

Visit us online to learn more about our unique approach: **IntegritySolutions.com**

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