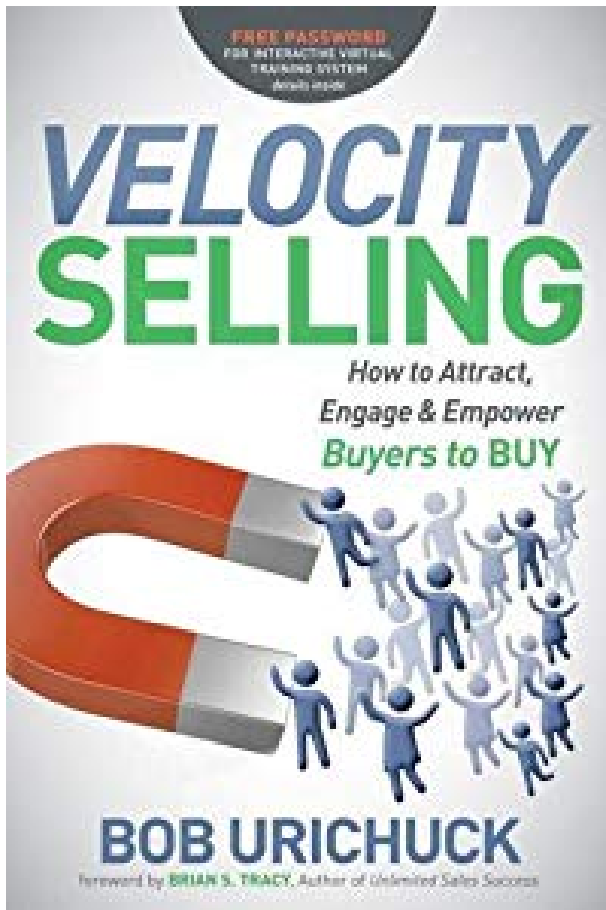


Velocity Selling: How to Attract, Engage and Empower Buyers to Buy



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The Bottom Line Sales are the lifeline to your bottom line. To succeed in sales, you need to do the opposite of selling. Most organizations today realize the economy has brought on a shift from selling during the boom times to attracting, engaging, and empowering the new economy of buyers to buy. One absolute fact is that traditional and consultative sales methods no longer work. Businesses are experiencing slower sales, sales cycles are too long, sales professionals lose control of the sales process, and businesses' bottom lines are behind projections. Velocity Selling will help you learn a non-traditional "buyer-focused" sales system that will boost your sales volume while contributing to your bottom line. As opposed to teaching selling skills, it teaches you how to facilitate the buying process by putting your focus on the buyer and how to attract, engage, and empower them to buy. As simple as A, B, C, D, it starts with building a solid foundation: Attitude: belief in yourself, your organization, and the buyer Behavior: effective habits toward yourself, your organization, and the buyer Competencies: a systematic approach to engaging and empowering buyers to buy, if they are qualified Disciplines: practices that need to be maintained for continuous success Yes, you can increase your bottom line while shortening your sales cycle; you can be in control of the sales process while building and maintaining relationships that will become your secondary sales force. Without buyers there are no sales, no revenue, no organization, no jobs. But buyers are everywhere. What are you doing to help them buy? Sales

Velocity ~ Your Bottom Line ~ Our Passion