

The Proven System to Increase Your Sales By 25% or More in Just 60 Days!

**“Discover the Little-Known Secrets to Dramatically
Increase Your Income, Get Better Clients Faster
and Work Less in Just 8 Weeks!”**

The proven system used by the most successful sales people in the world to consistently grow their sales and income with less stress and anxiety

Dear fellow sales professional,

How would it affect you and your family if you could increase your closing ratio by 25%...or more? What would that mean for you in dollars and cents?

What if you could double or triple your close rate...in the next few weeks?

Would you drive a nicer car?

Take that vacation you've been dreaming about?

Live in a bigger home?

However, you answer that question, once you've discovered the secrets of the most successful sales professionals, you're going to enjoy a lifestyle most can only dream about.

You'll have a freedom that comes not from money, but knowledge and confidence. The knowledge that you have a system that is proven to close bigger deals with better clients more quickly and consistently than you've ever dreamed.

That knowledge will give you the confidence that will allow you to operate at the highest levels, negotiate from strength rather than fear and never again compete purely on price.

When you've adopted this new sales methodology, you'll become a valued resource for your company and enjoy relationships of respect and appreciation with your clients.

**Do you want to know what it's like to be the top
of the sales leaderboard month after month?**

Our graduates live that reality every day.

Many of our students were closing just 30% of their deals (some even less)...and after just eight weeks are now closing 75%!

I'm prepared to show you *exactly* how they do it...but first, a quick review of how sales people fail.

Three Main Reasons You're Failing

The three main reasons salespeople fail are:

- A negative attitude that unintentionally drives your prospects away, reinforcing the bad attitude. It's a vicious, self-defeating cycle.
- Lack of, or poorly executed, sales skills means losing sales you could easily close.
- Bad habits (such as poor organizational skills or under-utilized tech tools), mean missed opportunities, reduced closing rates and lost income.

You can quickly transform your sales outcomes in as little as 60 days!

Even Top Performers are Constantly Studying and Training

If the most talented and successful athletes, musicians and actors are constantly studying their craft and practicing their skill, why aren't you?

Without training, even your natural skills at communication, persuasion and relationship building will be under-utilized.

Without the systems used by the most successful sales professionals, all the hard work in the world won't produce the results you deserve.

If you are serious about succeeding at the highest levels as a sales professional and developing a system that is proven to work, read on!

Our Mission Is to Give You the Tools and System to Succeed

For over 15 years we've helped transform salespeople into successful sales professionals.

One of the principles we discovered a long time ago and help our students understand is that all successful selling begins with **a conversation** that quickly establishes a meaningful **relationship** with your prospect.

You've heard the saying, "You never get a second chance to make a first impression", and we will teach you how to utilize that first conversation to more quickly establish rapport with your prospects, filter out the time-wasters and shorten the sales cycle so you can spend time with the prospects who are most likely to buy, stay with your longer and refer others like themselves!

Here's Exactly How Our System Works

Our training is built around molding you **into an** efficient, consistent, high-performance sales machine. We'll do this through immersion in a structured environment with other sales professionals devoted to dramatic professional transformation.

We will work with you to:

- **Pinpoint** your growth potential by identifying the areas where you are missing sales opportunities.
- **Prepare** you to perform at higher levels with behavior change training customized to your specific strengths, weaknesses and opportunities.
- **Perform** consistently with tools and processes used by elite sales professionals. We support and reinforce the expectations, skills, habits, and processes that bring new growth and revenues on a consistent basis.

This program is a live, eight-week intensive course held online.

It's live, so you'll be interacting with us in real time.

It's intensive, because we want to give you the most important information you need as quickly as possible, so you can achieve the best outcomes fast!

It's online so you don't have to waste time, money and energy traveling somewhere and you can instead focus on implementation!

Genuine Sale® will help you:

- **Build a High-Performance Focus** – You'll start with the right tools including our WIIFT (What's In It For Me?) sales process. You'll learn to identify Tribal Types and how to deal with each type to quickly establish meaningful relationships. You have access to the Quick Prep Tool and Success Drivers to be more efficient. And, because you're in a real group with real people, you're going to make more progress more quickly and grow in lasting confidence.
- **Increase Sales 5-25% (or more!) in Just 8 Weeks** – You're going to close more sales with this proven and tested collaborative approach. You'll earn more per sale by identifying and leveraging up-sell opportunities. You'll shorten the sales cycle by establishing rapport. You'll increase your lifetime customer value by maintaining relationships longer.
- **Reduce the Fear of Prospecting** – Your prospects can smell fear, panic or uncertainty. You'll learn how to subtly project confidence, expertise and a genuine deserve to serve. We'll show you the principles that successful prospecting systems are built on and the techniques to navigate gate-keepers, answer objections and distinguish yourself from the

competition. When you understand the needs, your prospects have and have finally accepted the tremendous value you provide, you'll be vastly more confident and effective.

- **Consistently Achieve-then Exceed-Sales and Revenue Goals** - You can't plan a trip unless you know where you're going, and your sales goals serve to point you in the right direction. The difference between dreaming about something and doing it is a practical, proven roadmap built by people who have already made the journey. We've studied with the best and brightest in the business for decades, and now helped to guide others just like you to that same level of success. We'll show you where the "potholes" are, what the common mistakes salespeople make, and how successful sales professionals turn adversity and competition to their advantage.
- **Collaborative Selling** – We'll share with you a revolutionary method of selling that takes much the pressure off you by letting the customer sell him or herself. This process also helps you quickly develop relationships by building rapport and providing value right away. You'll also increase your retention and lifetime customer value because of the loyalty that comes along with this new type of relationship building.

Plus, you'll learn other life-changing concepts like *How to Advance the Sale*, *How to Improve Close Ratios*, *Why You Must Sell Value vs. Price*, and *How to Reduce Objections by Making Every Conversation Count* as taught in our WIIFT sales system.

Here's What You Get In the Genuine Sales® Live Course

The Genuine Sales® course provides the system and tools for you to succeed in a competitive sales environment. Using proven strategies to build habits for success, we'll help you develop the skills and the confidence to succeed at the highest levels. When you discover how to effectively collaborate with buyers, you achieve what we call a triple win – the **Win³** – for the customer, your company, and yourself.

Everything you need for success is part of this comprehensive course. You'll get:

- **The Workbook** - So you can personalize the concepts into immediately executable, measurable steps.
- **Interactive online sales tools** - You'll use this daily for preparation, goal setting, and accountability. They are easy to use and printable.
- **The Genuine Sales® mobile app**- All the tools are available on mobile phones for your convenience. Even tips for 'in the moment' questions are at your fingertips.
- **The Conversations That Sell book** – You'll always know how to break the ice and what to say.
- **Quick Prep Tool** – Get prepared and organized before every sales call.

You can take these tools, customize them and use them to maximize sales for the rest of your career. Unlike other systems based on a single, branded platform or trendy tech tool, our methodology is based on people-you and the prospect who needs you to solve their problems.

Building Your Competence and Confidence with the WIIFT Sales System

By focusing on your competence (skills) and confidence (drivers) of selling success, we will help you create long-lasting increases in close ratios, sales, engagement, retention and profitability.

This is made possible by the WIIFT sales system, a 5-step sales system and a philosophy of collaborative selling you'll use through each step of the conversation. Collaborative selling identifies your prospects' needs and demonstrates how your solution will benefit them the most. It's a side-by-side discovery and decision-making process.

When the conversation is about your customer, their needs and how they will benefit, you've achieved the Win³.

You'll start by learning the WIIFT system and you'll begin to use these tools during the four, live interactive online sessions. You'll immediately incorporate winning habits and skills **into** your daily sales life...most students see a substantial improvement in their activities even before finishing the course!.

Other components of this system include:

Sales Skills Components

- Tribal Types® - This communication model shows you how to work with different personality types to maximize your efficiency and effectiveness.
- 4 Point Investigate Model - So you know the right questions to ask that lead to more sales and larger upsell opportunities.
- Effective strategies for working through objections, deepening the relationship so you can discover greater opportunity and a more substantial relationship.
- Value-focused recommendations using “Whats” to “WIIFTs” (features to benefits) rather than product/service demonstrations.
- Advancing and closing the sale using the Decision Readiness Check. You'll use this at the end of each conversation to avoid the tendency towards making assumptions and avoiding unproductive conversations.

Will to Succeed Components

Success Drivers® involve your personal belief system. It's how you view yourself, your role as a sales professional and values. Together, we'll help you create or reinforce the strong will to succeed with the confidence necessary to make this all happen. We'll cover elements such as:

- Transparent goals
- Setting reasonable Targets and effective Goal Planning
- Evaluating and Strengthening Your Emotional Intelligence
- Developing Initiative
- Self-Assessment so you know yourself more completely

Your trainer will guide you through this personalized training. In addition, you'll be practicing with 12 peers online. You'll feel your confidence rise with every session and see improvements in your sales rates from the very first lesson.

Everyone Needs Reinforcements To Learn and Win

The Genuine Sales® course is not a typical “one and done course” that crams a bunch of information into a single weekend or event. In those settings, most information is lost or forgotten in a matter of weeks. This kind of ‘one-off’ training has proven to be ineffective.

Our solution to this out-dated training model is to reinforce your training with 7 weeks of 90-minute “enforcer” classes. As you execute your plan of action, you will collaborate with peers in weekly online group sessions to reinforce the actions, learn from others, and drive accountability. You'll retain much more information, develop new habits quickly, improve your close ratios and boost your sales!

Here's what you can expect in the seven weekly, 90-minute virtual Reinforcers:

- ✓ Reinforcer One: Strengthen Your Core
- ✓ Reinforcer Two: Initiate
- ✓ Reinforcer Three: Investigate
- ✓ Reinforcer Four: Facilitate, Presenting Your Solution
- ✓ Reinforcer Five: Facilitate, Negotiation
- ✓ Reinforcer Six: Then Consolidate
- ✓ Reinforcer Seven: Celebrate

With each section in the course, you will develop higher levels of skill and will. The process allows you to individualize the actions in a genuine way that results in building stronger relationships.

Your Genuine Sales® Participant License Includes:

Here are some of the other tools and materials you'll receive when you enroll:

- Course Workbook for all sessions
- Assessments for pre- and post-training

- Pocket Guide
- Tribal Types, Quick Prep, Goal Planner and Success Drivers Tools
- Website access to online tools, relevant reading selections, and audio messages
- Certificate of Achievement

We've built this course to provide everything you need to succeed!

What Some Of Our Students Say

"I am using the Quick Prep tool for 90% of pre-scheduled sales calls. I share the Quick Prep tool with whomever else I am working on the account with be it a WW employee or Business Partner. They all LOVE it." – Scott – Des Moines, IA

"This sales training will have a huge impact on my sales career. It helps me be more organized, focused, prepared, engaged, aware and conscientious of my reactions to questions and objections and it taught me to create goals and focus on them regularly to make sure I am on track." – Jessica – Milwaukee, WI

"Nancy, your course allowed me to shorten my sales cycle, improve relationships with my distributors and clients, and generate more revenue per transaction." Sam, Houston, TX

"The 10-week course is life changing. I learned how to easily deal with objections, make my presentations with confidence and beat competitors without discounting prices." Tanner, Syracuse, NY

"The Genuine Sales process taught me how to prepare with confidence. I now know how to read people, how to get them to tell you what is really important to them, how they'll make decisions....I'm able to close deals that I wouldn't have before. It's life-changing." Gary, St Louis, MO

"I no longer feel guilty or ashamed of selling...I recognize the value I bring to the table. I'm doing important things and should feel good about. Plus, I have a system to follow that allows me to do more in less time...and make more money. I am excited to wake up in the morning and get to work. It's worth 10x the price." Beth, Chicago, IL

And...

It's not just individuals who see the value of our training.

Companies use the Genuine Sales® to create home-grown sales reps instead of hiring outside.

One client of ours produces 3 to 5 fully trained reps each year with half of those new reps achieving top goal awards in their very first year. This course works for anyone willing to use the skills, attitude and tools we will give you.

Invest In Yourself For a Lifetime of Success in Sales

Not only will you receive the best training available, but my team and I will personally review your sales proposal.

The tuition for the entire live, 8-week course plus the 7 reinforcement sessions is normally \$4,995.

However, for subscribers to my list I have temporarily reduced the price to just \$3,495. That's a savings of \$1,500.

Plus, I'm willing to offer you a payment plan. For just three monthly payments of \$1,190, you can get started right away.

I've reduced the price for this course and created the payment plan because I believe strongly in giving you as much value as quickly as possible. I want you to be as successful as possible, right away.

In fact, 99% of our students see an increase in their earnings before completing the course. We are proud of the fact that almost everyone makes their course tuition back and then some by the time they graduate.

But that's just the beginning...your sales will continue to improve the longer you use our system.

You'll learn:

- The best questions to ask.
- How to structure your client meeting.
- When to shut up and listen.
- Map what the client says.

Most importantly, you'll steadily gain confidence in every aspect of sales from prospecting to closing. You'll learn professional techniques of building trust, helping your prospect see the value of your offer, how to work through objections, and how to get a commitment without being a "pushy salesperson."

You will quickly convert more leads when you make every conversation count.

[Button][Yes! I Want to Save \\$1,500 and Enroll Today!](#)[Button]

2 Ways To Get Started Today

There is a registration deadline for each training course group because we must send you some materials and finalize enrollment details before you can attend the workshops.

Keep in mind that with only 12 participants per workshop, they sell out fast. Don't risk missing the next class...sign up today!

Kind Regards,

Nancy Bleeke

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P.S. Still not convinced? How about a free, no-obligation consultation? I've put my calendar online here for your convenience. Pick a time that works for you and we'll talk! This is NOT a sales call. I'd like to get to know you, learn about your successes and struggles, and see if we can help. If you'd rather call my office and schedule an appointment, my number is 414-235-3064. I look forward to talking with you soon!