

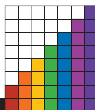


## What is Integrity Selling?

Selling success isn't an issue of intellectually knowing sales skills. It goes much deeper than that. It includes a person's deep values and unconscious beliefs.

Integrity Selling is an ongoing, needs-focused sales curriculum designed to touch these unconscious beliefs within people, and ultimately help organizations develop professional sales teams, strengthen client relationships and decrease the high cost of turnover.

- Needs-focused selling system—AID, Inc.<sup>®</sup>
- Simple Behavior Styles<sup>®</sup> language
- Eight-week structured follow-up course
- Self-leveling, self-customizing curriculum
- Learning dynamics that impact attitudes and skills
- Ongoing managers' coaching
- 16 reinforcement sessions
- e-learning support



*"Our production goals went from averaging 90% of goal to 103.2%. Employee turnover dropped 50%."*

— American Red Cross, North Atlantic Area

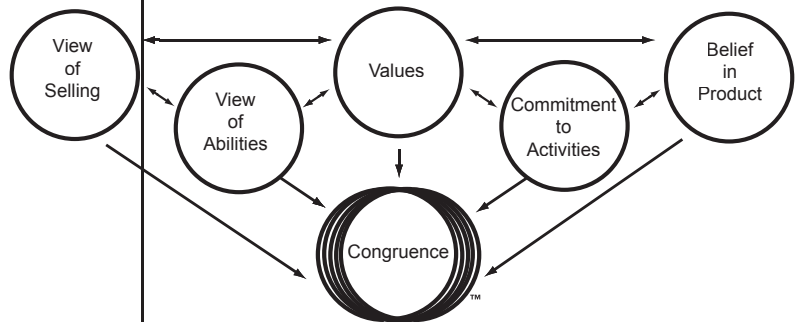
## Needs-Focused Selling System

One of the most powerful components of Integrity Selling is the AID, Inc. Sales System. The easily remembered system is made up of six steps:

- A**pproach... to gain rapport
- I**nterview... to identify needs
- D**emonstrate... to show how you can fill needs
- V**al - **I** - date... to prove your claims
- N**egotiate... to work out problems
- C**lose... to ask for a decision



## What Sets Integrity Selling Apart?

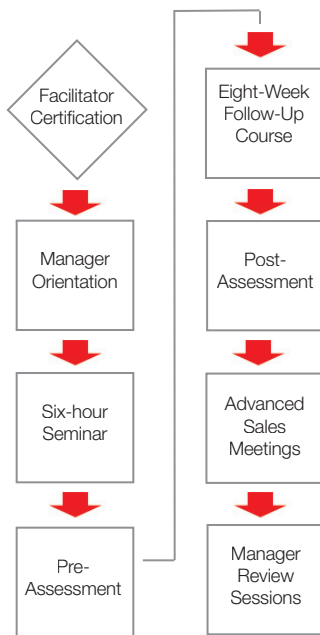


Sales success requires more than knowledge. It also involves attitudes, values and beliefs. Integrity Selling helps people evaluate these dimensions and identify the gaps that cause conflict, stress and/or stifled productivity. When each of these dimensions are in congruence, achievement drive is released and salespeople are freed to reach their unlimited potential.



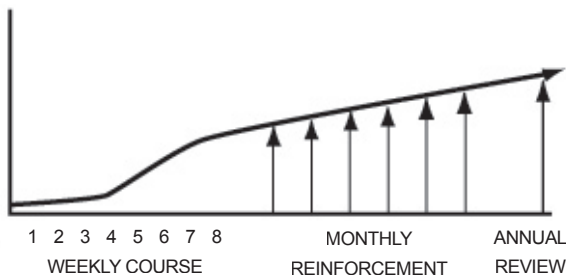
# Integrity Selling®

## Integrity Selling® Timeline



## Unique Behavior Changing Curriculum

Most training is event focused—one or two day seminars. After 21 days, 95% is lost forever. Integrity Systems processes are different. Our curriculum gets results because we actually create lasting behavior change in people. Our ongoing curriculum results in the following behavior curve.



## Statement of Values & Ethics

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. Understanding people's wants or needs must always precede attempts to sell.
5. Selling techniques give way to values-driven principles.
6. Truth, respect, and honesty provide the basis for long-term selling success.
7. Ethics and values contribute more to sales success than do techniques or strategies.
8. Selling pressure is never exerted by the salesperson. It's exerted only by customers when they perceive they want or need the item being recommended.
9. Negotiation is never manipulation. It's always a strategy to work out problems—when customers want to work out the problems.
10. Closing is a victory for both the salesperson and the customer.



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