

Executive Overview



INTEGRITY
Selling

INTEGRITY
Solutions

Overview

In a time of unprecedented changes, continued success will not be achieved simply by selling the same people, in the same way, with the same message as in the past.

At Integrity Solutions, we believe those who excel in today's competitive and changing environment must:

- Understand each customer's challenges and how they impact buying decisions
- Frame products and services in the context of organizational or individual goals
- Identify needs and priorities of stakeholders
- Recognize the importance of selling value beyond products and services
- Show a strong commitment to ethics and corporate integrity
- Have a strategic partnership versus vendor mindset

Introducing Integrity Selling®

Selling success is more an issue of who you are than what you know. While knowledge is necessary, sustained success comes to the person who's driven by strong values and ethics.

Ron Willingham, Integrity Selling for the 21st Century

For over 45 years, Integrity Selling® has been utilized by over 2 million sales professionals in 130 countries. Grounded in values, ethics and integrity as the foundation for long-term success, Integrity Selling® includes:

- A sales model easily applied with all types of buyers
- A Gap Analysis diagnostic tool to understand needs and challenges
- Strategies to identify and adapt sales conversations for different Behavior Styles®
- A focus on Preparation as a non-negotiable for success
- A series of structured follow-up sessions that build accountability for application
- Coaching and marketing resources for cultural alignment

Values and Ethics as the Foundation

The following values and ethics principles provide insights into the Integrity Selling philosophy.

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. Develop trust and rapport before any selling activity begins.
4. Selling pressure is never exerted by a sales professional. It's exerted by customers when they recognize they want your products.
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 techniques or strategies.
8. Understanding wants or needs must always precede any attempt to sell.
9. Negotiation is never manipulation. It's a strategy to work through concerns—when customers want to work through them.
10. Closing is a victory for the customer and the sales professional.

A Comprehensive Business Solution

When aligned with Marketing, Coaching, Performance Evaluation and Hiring, Integrity Selling provides a comprehensive business solution that becomes the foundation of a customer-focused sales culture.

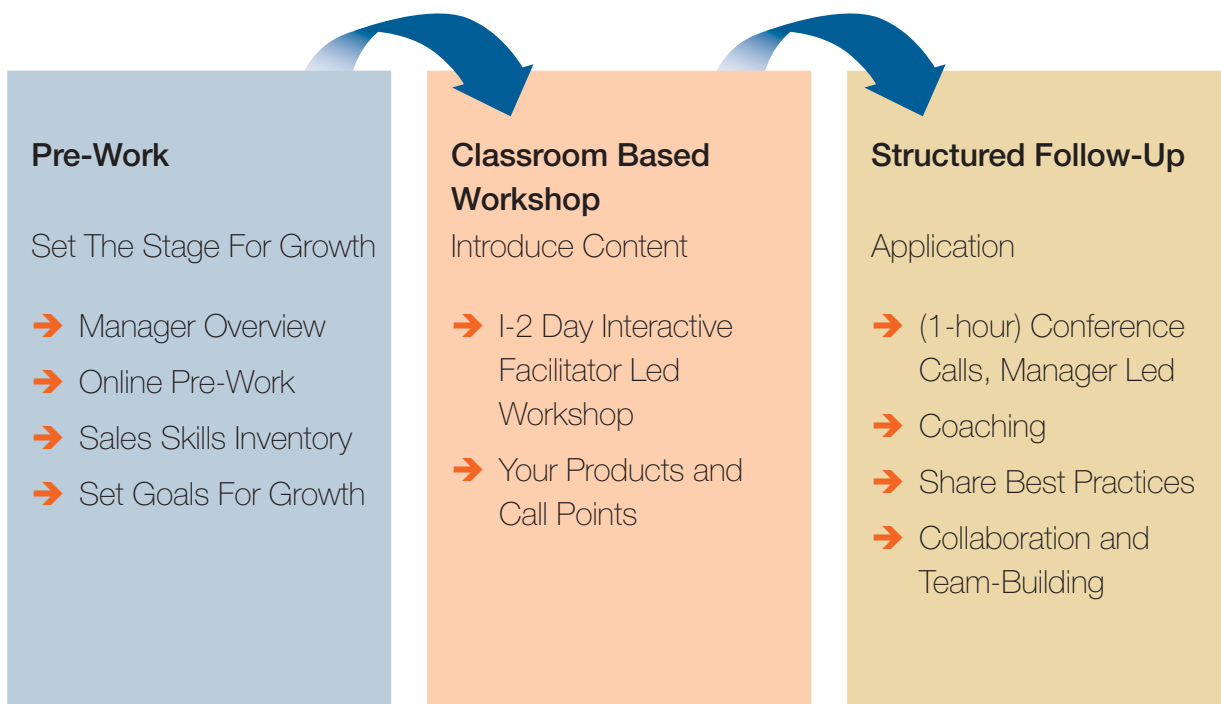


Our Learning Process:

85 to 90 percent of sales training fails because it is not reinforced - making it nearly impossible to see a return on the investment.

Dave Stein, ES Research

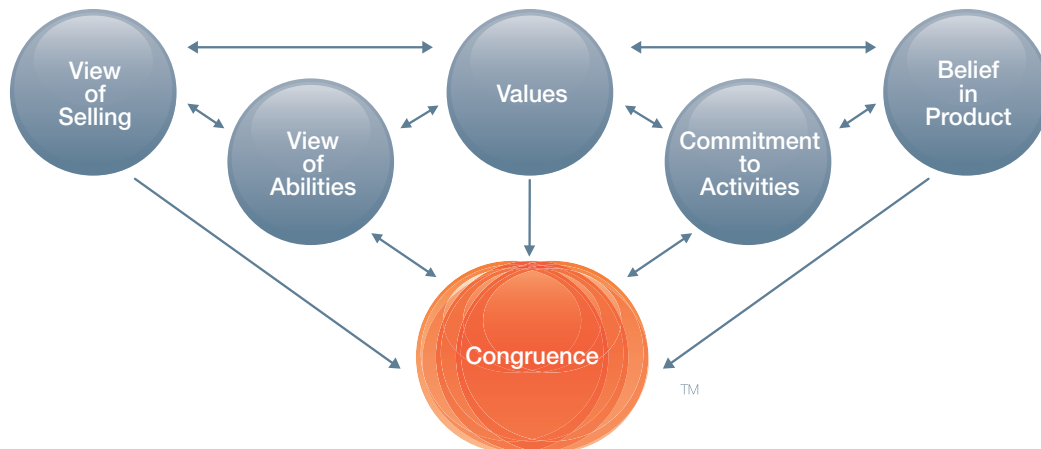
Integrity Selling® focuses on a learning approach that begins with pre-work, followed by an interactive classroom based workshop. Eight weekly structured follow-up calls build accountability for application and engage Managers to model and coach the behaviors.



Congruence of Skills, Values and Beliefs

A successful career in sales has as much or more to do with beliefs, values and view of abilities as skills.

The Sales Congruence Model™ identifies 5 dimensions that greatly influence sales success.



| View of Selling | View of Abilities | Values | Commitment to Activities | Belief in Product |
|--|---|--|--|---|
| Believes sales is a noble profession that creates value for customers. | Has the necessary talents and abilities to be highly successful in sales. | A high degree of sincerity, integrity and honesty is evident in his/her sales behaviors. | Understands all the activities necessary for success and consistently does them. | Has a passionate belief your products and services create value for people. |

The arrows represent gaps that diminish sales effectiveness. For example, if I don't believe in a certain product, my commitment to sell that product will be diminished. On the other hand, alignment or congruence between the five dimensions improves sales performance.

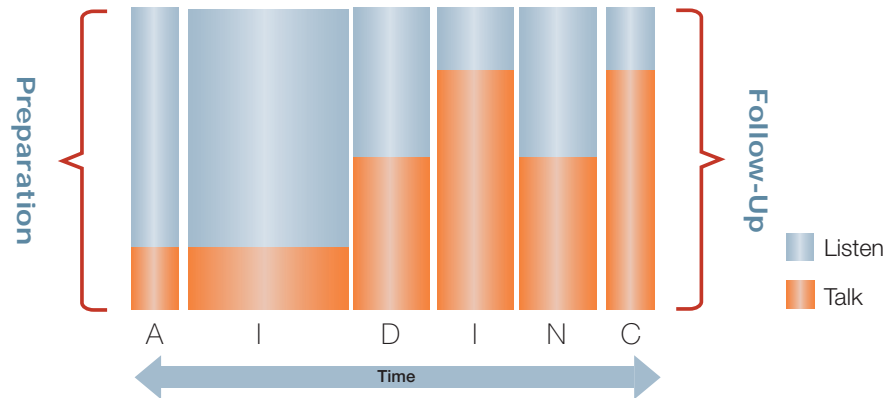
Integrity Selling® supports greater alignment as people develop a:

- Positive, values-driven definition of selling
- View of Abilities for success as they apply the concepts
- Sales philosophy grounded in values and ethics
- Stronger commitment to practice the skills
- Stronger belief in the value they create

*Alignment supports congruence,
which releases achievement drive and possibility thinking.*

A Customer-Focused Sales Model – AID, Inc.®

The AID, Inc.® Model provides a framework for an organized sales conversation. The graphic below makes it easy to remember and apply.



The purpose of each element:

- **Approach** – break barriers of pre-occupation, find common ground, build trust.
- **Interview** – discover wants, needs, and challenges by asking compelling questions
- **Demonstrate** – Show solutions to address identified needs or challenges
- **Val-I-date** – Cause people to trust and believe you
- **Negotiate** – Welcome and work through concerns and objections.
- **Close** – Gain a commitment to an actionable next step

AID, Inc.® Application Guidelines

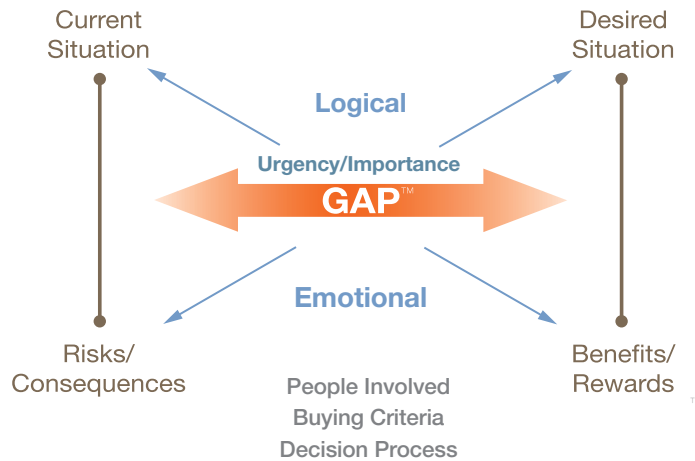
Following are several application principles:

1. AID, Inc.® is simply a framework for having an organized sales conversation.
2. Compress or expand each step according to the length of the interaction.
3. There can be many smaller AID, Inc.®s in a call continuum.

*AID, Inc.® is a dynamic, flexible system – an AID that when
INCORPORATED – will help you sell more.*

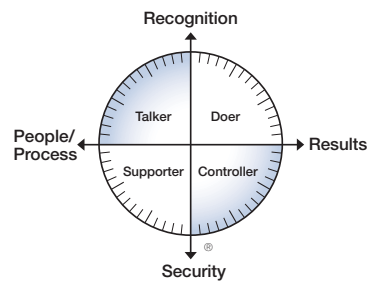
The GAP Model[®]

The “heart of AID,Inc[®]” is the Interview. During that segment, a Gap Analysis Model equips salespeople with questioning skills that reveal their expertise and provide competitive differentiation.



Selling Different Behavior Styles[®]

Participants are introduced to a simple way to recognize and adapt the application of AID,Inc.[®] with different Behavior Styles[®] – Talkers, Doers, Controllers, and Supporters.



Behavior Styles[®] Checklist

Name: _____

Quickly select the description that best fits this person:

| | | | | |
|-------------------|--------------------------------|------------------------------------|--------------------------------|------------------------------------|
| Personality | Outgoing () | Outgoing () | Outgoing () | Introverted () |
| Environment | Customer-Oriented () | Self-Interested () | Self-Interested () | Customer-Oriented () |
| Personality Style | People-Oriented () | Results-Oriented () | People-Oriented () | Results-Oriented () |
| Responsiveness | Friendly/Relaxed () | Impatient/Stubborn () | Friendly/Relaxed () | Impatient/Stubborn () |
| Listening | Listening () | Impatient () | Listening () | Impatient () |
| Talking | Relaxed People () | Relaxed/Assertiveness () | Relaxed People () | Relaxed/Assertiveness () |
| Relations | Empathetic and Sympathetic () | Direct and Objective () | Empathetic and Sympathetic () | Direct and Objective () |
| Decisions | People-Oriented () | Results-Oriented () | People-Oriented () | Results-Oriented () |
| Time Usage | Spontaneous and Impulsive () | Always prepared for the future () | Spontaneous and Impulsive () | Always prepared for the future () |
| Face | Informal () | Formal () | Informal () | Formal () |
| Values | Emotional/Personal () | Logical/Practical () | Emotional/Personal () | Logical/Practical () |
| Confidence | Open () | Impatient () | Open () | Impatient () |
| Goals | Optimistic () | Formal () | Optimistic () | Formal () |
| Manner | Friendly () | Outgoing () | Friendly () | Outgoing () |
| Communication | People () | Results () | People () | Results () |

Three important principles are reinforced:

1. Understand your style,
2. Recognize each customer's style, and
3. Adapt communication based on your customer's style.

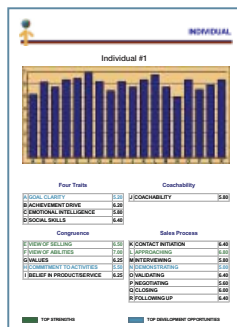
Focus on Preparation

There has never been a time when planning is more important for success. Sales professionals must plan strategically for each account, as well as for each sales conversation.

| Behavior | Always | Frequently | Sometimes | Rarely | Not at all |
|---------------------|--------|------------|-----------|--------|------------|
| Preparation | 1 | 2 | 3 | 4 | 5 |
| Listening | 1 | 2 | 3 | 4 | 5 |
| Relationships | 1 | 2 | 3 | 4 | 5 |
| Product Knowledge | 1 | 2 | 3 | 4 | 5 |
| Accounting | 1 | 2 | 3 | 4 | 5 |
| Selling | 1 | 2 | 3 | 4 | 5 |
| Follow-up | 1 | 2 | 3 | 4 | 5 |
| Customer Service | 1 | 2 | 3 | 4 | 5 |
| Teamwork | 1 | 2 | 3 | 4 | 5 |
| Problem Solving | 1 | 2 | 3 | 4 | 5 |
| Communication | 1 | 2 | 3 | 4 | 5 |
| Time Management | 1 | 2 | 3 | 4 | 5 |
| Organization | 1 | 2 | 3 | 4 | 5 |
| Attention to Detail | 1 | 2 | 3 | 4 | 5 |
| Customer Service | 1 | 2 | 3 | 4 | 5 |
| Teamwork | 1 | 2 | 3 | 4 | 5 |
| Problem Solving | 1 | 2 | 3 | 4 | 5 |
| Communication | 1 | 2 | 3 | 4 | 5 |
| Time Management | 1 | 2 | 3 | 4 | 5 |
| Organization | 1 | 2 | 3 | 4 | 5 |
| Attention to Detail | 1 | 2 | 3 | 4 | 5 |

A variety of Marketing and Coaching Resources are available to support the consistent application of Integrity Selling.

Development Profile



Coaching Resources

Field Coaching Report

Marketing Alignment Tool

Implementation Plan



Expected Benefits

Organizations that have successfully integrated and implemented Integrity Selling® can expect the following benefits:

- **Consistent** sales process easily accepted and applied across the organization
- **More effective** sales and coaching conversations
- **Greater** sales and marketing alignment; a platform for coaching
- **Consistent** application of best practices
- **Increased** teamwork and collaboration