



# Accelerate your sales performance

Success in sales isn't just what you know, or even who you know; it's also who you are. We train the whole person with a values-led approach that delivers both the skillset and the mindset needed to fuel sales performance.

**Integrity Selling®** is a comprehensive sales training solution that balances the two essential components to 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 high-achievement

## FROM ACTIONS TO IMPACT

Tested and honed over time, Integrity Selling® enables individuals and organizations to rise up and create enduring success. It combines repetition, reinforcement, coaching and accountability to help all levels of professionals develop long-term habits and behavior change that sticks.

**"Integrity changes you. It removes the blockers that keep you from reaching your potential."**

*- Client*

*Rise up, succeed.*

**A few examples of the impact Integrity Selling® delivers for our clients:**

**+29%**

Increase in market share  
— Fortune 50 Company

**1.3 to 3**

Average increase of products per customer within 24 months  
— Major Insurance Company

**+23%**

Revenue increase vs. 9% average market growth  
— Global Medical Device Company

**INTEGRITY SELLING®**

## Hallmarks of Integrity Selling®

### Grounded in strong values and ethics, our curriculum includes:

A strategic, customer-needs-focused selling approach

An emphasis on understanding and adapting to different Behaviour Styles®

A flexible, proven process for having an organised sales conversations and asking better questions

A continuum of training, implemented and reinforced over time

Learning dynamics that positively affect attitudes, beliefs and skills

### Delivered through our proprietary methodologies:

Proven conversation framework (AID,Inc.®)

Behaviour Styles® model and language

- Digital platform pre-work and ongoing support
- Interactive virtual or in-person workshop
- 8 weekly sustainment sessions
- Ongoing coaching
- Reinforcement and performance accelerators
- Integrity Selling® Refresh!

Aligning emotions and attitudes for success (Sales Congruence Model™)

## Benefits for Your Organisation

### Graduates of Integrity Selling® enjoy:

- **Increased** top-line sales performance
- **Enhanced** communication with customers
- A **common language** across the sales organisation
- **Greater** customer trust and loyalty
- **Decreased** call reluctance
- **Improved** productivity
- **Increased** achievement drive
- **Higher** employee engagement and retention

## BLENDED LEARNING FOR SUSTAINED RESULTS

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.



**INTEGRITY**  
*Solutions*

### For more information, contact:

Megan Brice

Integrity Solutions Centre

+64 21 806060

megan.brice@integritysolutionscentre.com

[IntegritySolutionsCentre.com](http://IntegritySolutionsCentre.com)