

**Just when you think you've done  
everything to increase sales...**

We Show Up

**Then Things Happen.**



**Like:**

- Sales go up
- Salesperson retention increases
- Customer loyalty strengthens

**What made this happen? Integrity Selling®**

Decades ahead of anything else called "sales training," it helps your salespeople sell the way customers want to buy. So, they buy more.

**Which means YOU sell more.**

**T**ired of investing in sales training that promises more than it delivers? Have you tried quick two- or three-day sales training seminars that got no results, and you thought that all sales training was alike?

We have good news for you – all sales training isn't alike.

**There's Integrity Selling®!**

*"Our revenue increased 30% since installing Integrity Selling®. This had a \$500,000,000 impact on this nation's exchange."*

– Trade New Zealand



*"Our production goals went from averaging 90% of goal to 103.2%. Employee turnover dropped 50%."* – American Red Cross, North Atlantic Area

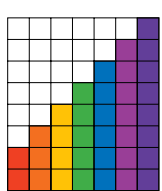
*"We enjoyed a 26% sales growth in Japan, 28% in South Africa, and 15% more time with doctors in Holland"* – A Division of Johnson & Johnson

*"For every \$1 invested in Integrity Selling®, we got \$195 back in new sales."* – AIM Funds

**Integrity Selling® has been conducted in over 65 nations with hundreds of similar results.**

## Integrity Selling® ...When You Really Want Results

What is Integrity Selling®?



Integrity Selling® is an ongoing curriculum that your people can be certified to facilitate – giving you a world-class process for a moderate

investment. Planted in strong ethics and values, Integrity Selling® learning modules include:

- A managers' orientation
- A six-hour seminar
- A pre-program sales skills inventory
- An eight-week follow-up course
- A post-program sales skills inventory
- Monthly advanced sales meetings
- A managers' review process
- An ongoing coaching process

This whole curriculum is designed to teach your people a customer needs-focused sales system that helps them, over time, develop unconscious habits of selling the way customers want to buy. Most sales training fails, because it doesn't address the real causes of sales success.

**Integrity Selling® does!**

What Are The Real Causes Of Sales Success?

After studying over 1.5 million graduates, we believe there are four core traits that cause sales success. They are:

1. **Strong goal clarity**
2. **High achievement drive**
3. **Healthy emotional intelligence**
4. **Excellent social skills**

To the extent that salespeople possess these traits, they sell well. Increase them, and they sell on higher levels.

These four traits aren't learned intellectually, but are developed experientially.

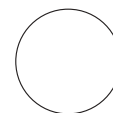
Our lifelong-accumulated beliefs and recordings powerfully trigger our emotions and motivate our actions. And sales are consistent with what's going on in this powerful, creative part of us.

Most sales training only touches the intellectual dimension in people. But selling is 85% emotional and only 15% logical.

**To be effective, sales training must go deeper and change habits, behaviors, and deep self-beliefs.**

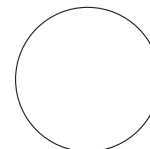
Where Do the Success Traits Reside Within Us?

Notice these three dimensions.



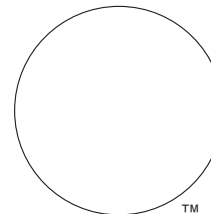
Intellectual  
"I think"

The **Intellectual** or "I Think" is our rational thinking dimension. With it, we learn information, make decisions, and select options or choices.



Emotional  
"I feel"

The **Emotional** or "I Feel" is the part of us that feels. We feel up or down, happy or sad, cheerful or depressed. But where do the emotions come from, and can we regulate them? If so, how?



Creative/Unconscious  
"I am"

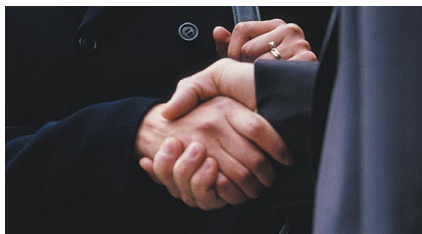
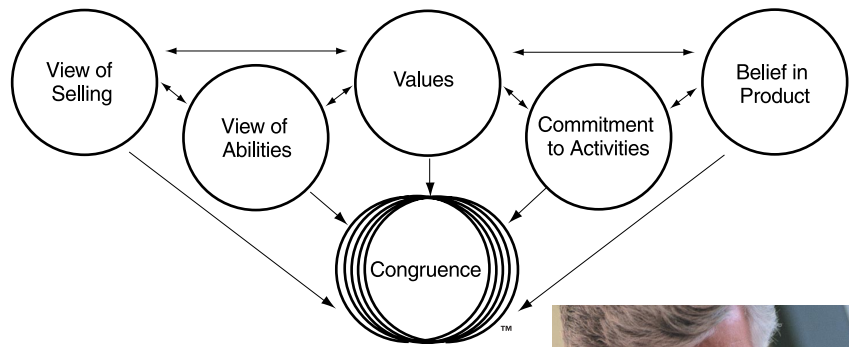
It's in our **Creative/Unconscious**, or "I Am" dimension, that we find the answers. This deep, profound, unconscious part of us is where our life programming resides. Our self image is there. Our values are there. Our belief in our possibilities is there. Our goal-seeking mechanism is there. Our spiritual and emotional DNA is there.

## The Sales Congruence Model

Notice the following models and the dimensions that influence a person's sales.

Where gaps occur between these dimensions, internal conflicts are created, stress is triggered, and a person's ability to sell is hampered. Integrity Selling® is a developmental process to help bring these dimensions into congruence.

This congruence is a behavioral evolution that begins to happen after the third week of our eight-week course.



### What Do People Learn In 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 about:

- What successful selling really is.
- What's possible for them to sell.
- What level of success they deserve to enjoy.

We know that salespeople's inner self-beliefs dictate in silent ways what level of sales success they'll reach. Unless these internal pictures change, their external results will stay the same.

### A Needs-Focused Selling System

The AID, Inc® System helps people:

**Approach**  
to gain trust and rapport.

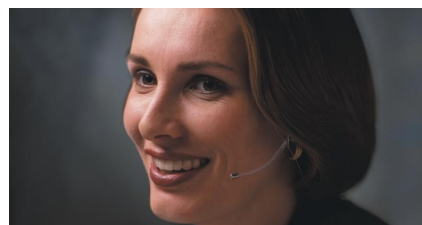
**Interview**  
to identify and understand needs.

**Demonstrate**  
to show how needs can be filled.

**Val-I-date**  
to prove your claims and heighten trust.

**Negotiate**  
to resolve problems in a win-win manner.

**Close**  
to ask for a decision or the next step.



■ Represents amount of time salesperson listens  
■ Represents amount of time salesperson talks

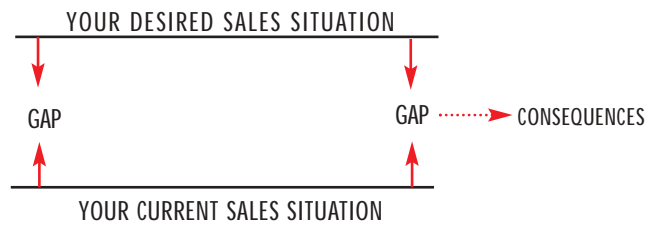
## How We Work With You

Rather than attempting to sell you a sales training program, we would like to do a needs assessment to find out if there's a gap between where your sales currently are and where you'd like them to be. The model defines the approach, which is a part of Integrity Selling®.

If, together, we identify a gap, we'll want to discuss how filling, or bridging, the gap will help you.

If, and only if, it's determined we can help you bridge a defined gap, we will recommend a solution to you.

## CURRENT VS. DESIRED SITUATION GAP



## Join Us

### Who Are Some Organizations That Have Implemented Integrity Selling®?

Here are a few organizations that have chosen Integrity Selling® to increase their sales.

- Franklin Templeton
- Country Companies
- The Chicago Faucet Co.
- Coldwell Banker
- American Red Cross
- USAA
- ERA Franchise System
- Bureau of National Affairs
- ADM/MoorMan's
- Mass Mutual Life
- The Guardian Life Insurance Company
- Johnson & Johnson
- Houston Chronicle
- Principal Financial Group
- Amica
- AIM Funds
- Janssen Pharmaceuticals
- Blue Cross Blue Shield
- Trade New Zealand
- Abbott Lab

### Who Designed the Integrity Selling® Process?

Ron Willingham founded Integrity Systems, and designed the Integrity Selling® curriculum. A pioneer of interactive training, he has written over 30 training courses, and is the author of nine books including: *Hey, I'm the Customer*, *The Best Seller*, *The People Principle*, *When Good Isn't Good Enough*, *Integrity Selling for the 21st Century*, and *Discovering the You, You Never Knew*.



### How Can You Learn About Integrity Selling®?

To learn more about how we might help you with increased sales, salesperson retention, and customer loyalty, please contact us.



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