

Selling To The Point®

"Be Your Customer's Decision Coach"
The Key to an Agile Salesforce –

BECAUSE THE INFORMATION AGE
DEMANDS A NEW WAY TO SELL

A STORY

Jeffrey Lipsius may have come up
the most influential book for
sales in a decade."

— Jeffrey Lipsius, Founder of the Inner Game



ABOUT US

Selling to the Point® is the Global Pioneer in bringing “Coaching and Agility” into Sales.

We offer and serve in professional sales coaching, mentoring, training and consultancy services.

Selling To The Point® is the only sales performance method that includes the principles of “Customer Decision Performance”.

Only until salespeople understand how their customer’s decision-process operates will they be able to influence and improve it.

We empower salespeople to manage their internal mental state throughout all stages of the sales process.

We create “Decision Coaches”, who can sell more with less effort, reach outstanding sales success along with much more joy, motivation and pleasure.

Selling To The Point® training is one of the few trainings accredited by ICF (International Coaching Federation) with 32 CEE credits



Our Highly Qualified Trainers and Consultants have executive sales management experience at top global (Fortune 500) and local companies and are ICF Certified Professional Coaches.

Our team can provide industry-specific mentoring and coaching. We can modify any training to fit your unique selling situation.

Our training offers much more than a traditional sales training and is also available for customer service teams, finance, HR, as well as other departments. Any department that would benefit from adopting a coaching culture would benefit from Selling to the Point®.

Our positive feedback rate from training participants is 95% or more for both local and global companies. Corporate clients report high sales performance increases. These performance increases are reported throughout a wide variety of industries and sectors.

Selling to the Point® has also an award winning book published both in Spanish and English.

Selling to the Point® book is highly recommended by Timothy Gallwey, the author and founder of “The Inner Game”, who is known as “The Father of Modern Coaching”.

**“Selling to the Point Book has The Potential to Change
the Way You Look at Sales Forever”
– Timothy Gallwey**

Selling To The Point® training is the only sales performance method that includes the principles of “Customer Decision Performance”. Only until salespeople understand how their customer’s decision-process operates will they be able to influence it and improve it.

Selling To the Point® is the most effective sales training approach of the new century. It brings both agility and coaching to sales.

Selling To the Point® enhances salesperson resilience to stress and pressure. Salespeople gain sustainability resulting in outstanding performance

An ICF Accredited Sales Training!



Jeffrey Lipsius, founding president of Selling to the Point®, is considered one of the major sales gurus in America.

Jeffrey Lipsius is a certified Inner Game Coach. He has delivered joint "Inner Game of Sales™" training workshops with the World-renowned Business and Coaching Guru and

the Author of the "Inner Game" series of books, Timothy Gallwey.



Erdem Erol, one of the Selling to the Point Academy Leaders, gives trainings and seminars in Turkey and abroad both in English and Turkish.

Erdem Erol won the Best Salesperson Awards in Shell Europe and in the World. Erdem has extensive Senior Sales Management experience in both Global and Local companies.

Selling to the Point training is accredited with 24 CEE (continuing education credits) by ICF.

The Selling to the Point Leadership Module is accredited with 8 CEEs by ICF.

In this new digital age customers can get instant access to most of the product information they're looking for. The internet has made the salesperson's role of providing product information obsolete.

"Customer Oriented and Agile Selling Organizations" are the new answer for increasing sales and assuring the sustainability of the business.

In order to achieve this, the need for a selling organization to cultivate a new set of skills is emerging. The value of qualities such as clarification, joy, motivation, resilience, body and mind awareness, self-awareness and management, are now being understood.

Selling To The Point® training enhances salespeople with coaching skills to:

Be more productive while improving their customer relationships and the salesperson's sense of self.

Enable salespeople to meet the evolving needs of customers in this new digital age.

Create an agile sales force that quickly adapts to unanticipated customer conversations and scenarios.

Increases sales team resilience.

Ensures that the sales team is self-motivated and fully empowered.

Introduces the skills necessary for salespeople to be their customer's "decision-coach."

Selling To The Point®

“Be Your Customer’s Decision Coach”

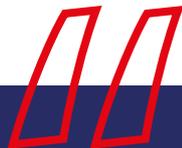
– The Key to an Agile Salesforce –

Selling To The Point® is a customer-centered approach that helps salespeople leverage their customer’s full buying potential.

We do this by giving salespeople the skills necessary to optimize their customer’s buying-potential at the source. That source is the customer’s internal decision-process itself.

Selling To The Point® training is the only sales performance method that teaches the principles of customer decision-performance. When salespeople understand how their customer’s decision-performance operates they are able to influence it and maximize it.

When salespeople influence customer decision-making for the better, they’re working together with customers as a team. Both salespeople and customers will share the goal of feeling good about the decision they made.



“The point of selling isn’t selling.
It’s buying. I’ll get you selling the
point.”

Jeffrey Lipsius

Selling to the Point® Kurucu Başkanı

Selling To The Point® recognizes that every selling interaction involves three conversations :

-  The conversation between the salesperson and the customer.
-  The buying conversation inside the customer's head. This conversation is most commonly referred to as "Decision-Making".
-  The conversation in the salesperson's head.

Traditional Sales Training will focus primarily on improving conversations #1 and #3. Conversation #2 is disregarded. This is a tragic oversight. The outcome of "conversation #2 inside the customer's head" is what will ultimately determine the salesperson's success.

The holistic approach of Selling To The Point® results in salespeople achieving their full performance potential.

We create "Decision Coaches", who can "sell more with less effort", reach "outstanding sales success" along with much more "joy, motivation and pleasure".

Selling to the Point® gives the key to an "Agile Salesforce".



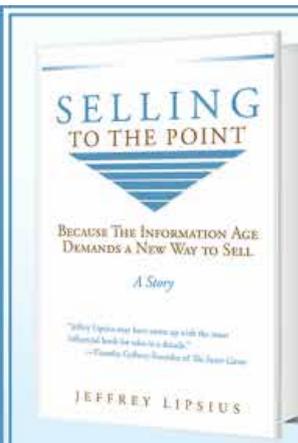
BENEFITS

- We empower salespeople to manage their internal mental state throughout all stages of the sales process.
- We show salespeople how they can learn and improve from all selling experiences regardless of the outcome.
- Our emphasis on unconditional learning results in a more versatile sales force. Salespeople embrace the opportunity to engage with customers regardless of the degree of difficulty.
- We teach salespeople how to offer unique value to their customers by providing coaching skills to help them rise above the “noise.”
- Salespeople sell more with less effort.
- Salespeople have an enduring influence on their customers, lasting far beyond the visit itself.
- Sales teams feel that they’re being listened to and valued. Their sense of “belonging” increases.



Welcome to the Selling To The Point Sales Training Method.

“The point of selling isn’t selling. It’s buying. I’ll get you selling the point.”
-Jeffrey Lipsius



“Selling To The Point has the Potential to Forever Transform the way you Think about Buying and Selling!”

Timothy Gallwey, Founder of “The Inner Game”

- We develop salespeople skill sets that include customer coaching, communication, active listening, strategic inquiry, situational analysis, leadership, and self-management.
- We teach strategies that enable salespeople to manage their anxiety and stress levels. We increase the resilience level of sales teams and sales leaders. We make successful selling fun and effortless. Salesperson burnout is reduced.
- Improving customer-awareness enables sales forces to quickly think on their feet. They will be better equipped to adapt to the ever evolving needs of your customer base.
- When salespeople “sell to the point,” they secure higher customer commitment levels. When customers are more committed salespeople secure more reorders, more customer reviews, and more brand loyalty.
- We have a unique sales leadership methodology for developing sales-specific coaches and Agile Leaders. Sales teams are strengthened when Selling To The Point's® unique Sales Leadership methodology is deployed.
- Our use of case studies, exercises and field assignments deliver experiential and sustainable learning.
- We teach salespeople how they can be their customer's decision-coach. Salespeople will master the secret of extraordinary sales success.



HOW

- By redefining selling itself and with research backed up by multiple case studies.
- Teaching salespeople how to influence the dynamics of their customers' decision-making.
- Leveraging the wisdom of the customer's natural decision-process.
- Salespeople gain the requisite skills for improving their customer's decision performance.
- Performance coaching and Agility skills applied to sales.
- Showing salespeople how to create powerful coaching questions to improve their customer's decision-performance.
- Empowering salespeople to build real confidence in sales.
- Helping salespeople overcome the mental and physical challenges from the demands of their job.
- Teaching salespeople self-management skills.
- Introducing a new method for handling objections, and nurturing effective communication.



HIGHLY QUALIFIED AND EXPERIENCED TRAINERS:

- All of our trainers have senior sales management experience in Fortune 500 companies and are Certified ICF (International Coaching Federation) coaches.
- Our team can provide industry-specific mentoring and coaching. We can modify any training to fit your unique selling situation.
- Our training is also available for customer service teams, finance, HR, as well as other departments. Any department that would benefit from adopting a coaching culture would benefit from Selling To The Point training.
- Our positive feedback rate from training participants is 95% or more for both domestic and foreign companies. Corporate clients report high sales performance increases. These performance increases are reported throughout a wide variety of industries and sectors.
- Selling to the Point® offers much more than just a sales training. Selling to the Point® Book is also highly recommended by coaching and sales gurus that consult world-famous companies including AT&T, Coca Cola, Renault and many more.

