



# etips

## *'Lead the Pack' Sales Training*

### **How You Decide Influences How You Close**

Become proficient at developing an understanding of the decision process, the people involved, and the criteria they will use, and watch your sales increase and sales cycles shorten. Gaining comfort qualifying decision makers and decision criteria is not difficult with a little practice. Like so many other aspects of the sales process assisting buyers in making decisions starts with you. A false assumption is that other people want to buy like the way you want to buy. Behavior style analysis tells us, that on average, three fourths of the world buys differently than you do. The first step is to understand how you personally buy and view selling. Then it is easier to understand and elicit other people to go through the decision-making process they personally use. Examples include the impulsive or rapid decision maker, the cautious information gatherer, and the buyer who must enjoy the interaction with you and have a relationship first.

***"It's better to be boldly decisive and risk being wrong than to agonize at length and be right too late." - Unknown***

#### **Leadership Connections**

*Leading you to exceptional sales success, Connecting you with top line results*

**Sales Mastery 'Lead the Pack' Sales Training**

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