



SELLING THROUGH CURIOSITY

Immediate and Measurable Sales Results Without Travel



Barry Rhein & Associates

WHAT YOU WILL LEARN FROM BARRY RHEIN'S "SELLING THROUGH CURIOSITY" VIRTUAL SALES TRAINING COURSE

"I joined HP from IBM to build the commercial business segment in the US. \$2.2 billion in aspire targets and a focus on the SMB market. I needed something that would immediately allow my team to transition from a transactional, reactive sales force to one that builds stronger strategic partnerships with their customers and hence more complex, higher-value sales. "Selling Through Curiosity" was just the ticket. Barry and his approach are different. His repetition and focus on customized real-world examples really help my team to, in real time, uncover many more opportunities of higher value. In just a few months our average dollar value has increased 15% and our percentage of opportunities over \$250K has increased. Additionally, opportunities over 100K have increased 6% year over year for an additional \$132 million in revenues. His results are real and measurable!"

**Kevin Hooper, Vice President
TSG, Commercial Business
Segment, Hewlett-Packard
Company**

"This program focuses on skill sets that will help every company transform how they sell, moving away from selling technology to selling solutions. Your people will become comfortable calling on "C" levels and having higher-level conversations around the customer's business issues and priorities. The results are immediate and measurable: increased ASP, increased margins, shortened sales cycles, and the ability to quickly differentiate you from the competition."

**AI Chien, Vice President of
Sales, Dasher Technologies, HP
Platinum Partner**

At Barry Rhein's virtual "Selling Through Curiosity" workshop, you are going to learn and practice (and then practice again) a tremendous number of skills that will have a powerful effect on your ability to close more deals and put more money in your pocket.

And if that is not enough, you will also walk away with tangible systems and physical, personally customized tools designed to help you put everything you have learned into effect immediately and execute the sale flawlessly.

At the end of Barry's "Selling Through Curiosity" workshop, you will walk away with these 12 tangible tools and templates that will have an immediate impact on your business:

- 1) A written "How To" Prospecting Template that will greatly increase your odds of setting more appointments at higher levels within an organization.
- 2) A clear and direct "Elevator Pitch" or "Personal Value Proposition."
- 3) Your own Objection Handling Flip Chart™—a powerful tool customized to your industry that provides answers to the most common objections you hear in trying to prospect. This flip chart has been designed to arm you with engaging and sales-advancing responses to overcome any objection your customer might have to scheduling an appointment.
- 4) A customized Key Qualification Categories Template that will list the key "buckets" of information you must understand through conversation with your prospect to know if an opportunity is truly qualified.
- 5) Your own Customer Qualification Questionnaire™—a customized list of questions that you will use whenever you engage with a potential customer. When you rely on this list, you will know that you are asking the right and most effective questions throughout your selling process.
- 6) An Advanced Questioning Methodology that will allow you to gather the necessary information needed to customize your solution and ensure that the customer wants to buy from you.
- 7) A Customized Presentation Template of best practices that shows you how to communicate the real value of your product or service to your customer in a way that shows you truly understand their needs, so that they believe you are the only right decision for them.
- 8) A Relationship Building Template customized to your selling process, complete with "how-to's" that will allow you to build

<p><i>"I have personally trained over 10,000 salespeople in Europe and the US and published Selling Power magazine for 27 years. After attending Barry Rhein's workshop with our sales team, I am happy to report that we learned a great deal from this master sales trainer. Barry's multi-layered questioning process teases out not only a clear picture of what the customer wants, but also gets the customer to clearly recognize the value of the salesperson's solution. Selling through Curiosity is a brilliant and fun to use framework for driving up sales.</i></p> <p>Gerhard Gschwandtner, Founder and Publisher Selling Power Magazine</p>	<p>profound relationships with your customers more quickly and easily than ever before.</p> <ol style="list-style-type: none"> 9) An Objection Handling Questioning Process that will give you a framework for what to do when you encounter objections in the selling process. 10) Customized Closes that can be tailored to your personal selling style. 11) A Negotiating Template with customized items for your industry that will allow you to get more and give less during negotiations with your customer. 12) A written Action Plan for what you will do starting the very next day after training.
<p><i>"The verdict is in. Our Q1, Q2, and Q3 year over year numbers are in. In a down economy, because of Selling Through Curiosity our ASP is up, our new business growth is up 44%, and our pipeline grew from 2.5X to 4.8X."</i></p> <p>David Twohy, Vice President and General Manager, HP Technology Services, U.S. Channel and Commercial</p>	<p>The Barry Rhein Prospecting System—An Effortless Approach</p> <p>What if you had a prospecting template that was customized to your product or service and that would put you in the top 10% of all sales experts? Imagine having a new set of skills you could use with both prospects and existing customers that would not only get appointments consistently and easily, but also position you as a leading expert right out of the gate.</p> <p>With our system, you will learn how to...</p> <ul style="list-style-type: none"> ❖ Greatly increase the number of appointments you make with qualified and eager prospects while actually reducing the amount of time you spend prospecting. ❖ Turn your current prospecting model into a full and almost automatic New Business Development campaign. ❖ Elegantly work with and talk to gatekeepers so that they actually become allies in your sales process.
<p><i>"I have been to many trainings in the past at IBM, Health Net, Apple, and Computer Associates (SPIN Selling, Solution Selling, Signature Selling, Customer Value, etc.). This one—Rocked! My people were excited and pumped about the training. I have been working to get my team to call at higher levels, and the tools that we learned will be a catalyst for change."</i></p> <p>Tony Williams, VP of SLED Sales, Govplace, HP Platinum Partner</p>	<p>Information Gathering—Secrets That Most Salespeople Never Learn</p> <p>What if you had a complete Discovery Process Template that told you, step by step, how to ask the right questions that would allow you to understand and capture what is truly important to your prospect and consistently win sales?</p> <p>Imagine having complete confidence in your ability to understand your customer's world better than any of your competitors and almost better than they understand it themselves.</p> <p>With our system, you will learn how to consistently...</p> <ul style="list-style-type: none"> ❖ Determine whether an account is your ideal customer or is simply going to be a waste of your precious time and energy. ❖ Ask the right questions—customized for your product or service—to

	<p>accurately, quickly, and completely qualify any prospect.</p> <ul style="list-style-type: none"> ❖ Capture your customer's true needs and their definition of value to precisely match your solution to what they ideally would like to buy. ❖ Uncover a prospect's complete decision-making process right from the start so you know exactly what you need to do each step of the way to win their business. ❖ Use the Discovery Process Template to control your sales cycle, eliminate unwanted surprises, and dramatically reduce your time to close every opportunity.
<p><i>"Barry has transformed how we sell here at Salesforce.com. We have the ability to hire any sales training program in the marketplace. There is only one that we know of that can materially impact a company's sales results immediately and long-term. To me, nothing is more important than sales execution. If you want quantifiable sales results, Barry is the only choice!"</i></p> <p>Jim Steele, President, Worldwide Sales, Salesforce.com</p> <p><i>"Because of 'Selling Through Curiosity,' I have seen an immediate difference in how we sell, the techniques used, and a confidence that I used to believe would take years to achieve. I have seen firsthand millions of dollars in opportunities uncovered immediately as a result of the techniques learned in the program. I have gone from skeptic to believer in days!"</i></p> <p>Michael Bedell, Group Vice President, Advanced Customer Services, Oracle Corporation</p>	<h3>Creating Customized Value—Become Your Customer's Ideal Solution Every Time</h3> <p>What if there was a simple formula that would allow you to use your customer's own words, examples, and stories to cause them to believe that yours was the perfect solution for them every time?</p> <p>Imagine becoming confident and comfortable with a repeatable process that would customize your solution and create so much value in your customer's mind that they would want to work with you no matter what the price.</p> <p>With our system, you will learn how to...</p> <ul style="list-style-type: none"> ❖ Use your customer's definition of value to customize presentations, demonstrations, and proposals so they believe that the only right decision is to buy from you. ❖ Use customized value to convince your prospect without a shadow of a doubt that your solution is what they are ideally looking for and to make their need for the lowest price practically disappear. ❖ Make your presentation interactive so that you always get accurate feedback from your customer each step of the way and know where you stand in terms of winning their business. ❖ Make your presentation so profoundly powerful that your customers realize you understand their needs more than any of your competitors. ❖ Link customized value to pricing in a way that your customer is able to justify paying more. ❖ Use customized value to lead and control your sales process.
<p><i>"I have never seen such a simple yet methodical correlation between asking the right questions and using that data in the right way to customize my presentations. Once the light bulb went on, it was so obvious how powerful Barry's approach really is. We used Barry's approach with every presentation and my sales engineers used it on every demo. Our win rate went through the ceiling! Because of Barry, when I was with Ariba, I became the #1 sales rep worldwide, and then the #1 manager worldwide. I could not have done it without him!"</i></p> <p>John Magner, Executive Vice President, Sales and Service, XO Jet</p>	<h3>Relationship Building—The Fastest Way to Differentiate Yourself from the Competition</h3> <p>What if you could, in days or weeks, build high-quality relationships with your customers that would normally take months or even years?</p> <p>What if adding a few small actions to your sales process could shorten your selling cycle by days or months?</p> <p>Imagine knowing a technique—one your competitors don't know—that would cause your customers to like, trust, and want to do business with you and only you right out of the gate.</p> <p>With our system, you will learn how to...</p> <ul style="list-style-type: none"> ❖ Use a Relationship Building Process to shorten the time it takes to get your customer to like, trust, and open up to you in a profound way. ❖ Quickly demonstrate to your customer the true differentiation

	<p>between you and your competition.</p> <ul style="list-style-type: none"> ❖ Use a Relationship Building Process to learn from your customer how to speed up the selling process and ensure that you will win their business. ❖ Take the “people buy from people” concept to a whole new level in a few short minutes, regardless of your average sales price.
<p><i>“Negotiating and dealing with price is never comfortable for a lot of salespeople. Our guys can hold their own—however, the closer the end of the quarter came, the more nervous they got. Barry’s approach is so logical and easy to do that my reps were able to get actual customers on the phone during Barry’s training, ask a few newly learned questions that we had practiced in class, and close some very large deals without any discounting. The exciting part was not that we closed business with no discounting, but that everyone was extremely comfortable with the closing process. Barry’s techniques work for our large and small deals. It’s pretty amazing stuff.”</i></p> <p>Patrick Williams, Senior Vice President, Corporate Sales and Partnerships, StarCite</p>	<h3>Objection Handling, Negotiating, and Closing— Become Comfortable and Confident in Closing All the Business!</h3> <p>What if you knew lots of different ways to ask all of the “hard” closing questions and you were able to learn exactly what needed to happen to win your customer’s business each and every time?</p> <p>Imagine having mastered new objection handling and closing techniques so thoroughly that you are 100% confident throughout the objection handling and closing process.</p> <p>With our system, you will learn how to...</p> <ul style="list-style-type: none"> ❖ Become confident while asking the “hard” closing and objection handling questions. ❖ Use your customer’s description of value to overcome objections and eliminate the need for discounting. ❖ Adopt the tactics and mindset used by the world’s most successful salespeople to allow you to negotiate and close a deal so that you come out on top every time. ❖ Become comfortable dealing with pricing-related issues. ❖ Work with your customer so that they feel respected and well taken care of throughout the entire negotiation process.
<p><i>“Selling Through Curiosity is the most interactive virtual sales skills program we have ever seen. Barry has figured out a way to keep people engaged and challenged virtually. Our own sales reps were able to learn new skills, practice those skills virtually, and immediately apply them in real life. Barry gets immediate and measurable results in a virtual format.”</i></p> <p>Doug Dennerline, Senior Vice President and General Manager Cisco/WebEx</p>	<h3>Virtual Selling Through Curiosity</h3> <p>Imagine all the benefits of the world’s most effective in-person sales skills program available virtually. Most “virtual” programs are dressed up e-learning self-paced or online video-based programs. Although they claim to have “interactive exercises,” most of the information is one-way.</p> <p>What makes our program different?</p> <ul style="list-style-type: none"> ❖ Our program is broken down into four- 3½ to 4½ hour modules. ❖ One module is taught each day. ❖ We offer live, interactive instructor-led sessions—this is not a webinar. ❖ Every exercise and group role-play from our in-person workshop is duplicated in our virtual program. ❖ We are the only sales skills program to utilize 100 live breakout sessions for group practice. Students are shuffled into different groups multiple times each day to ensure that best practices are shared. ❖ Students see immediate results due to the virtual format. Each day, new skills are learned and practiced in class, and then students are back at their desks applying their newly learned techniques to live customers. Students receive live coaching and feedback each day based on their real-life experiences. ❖ All travel-related expenses and wasted time are eliminated.



The Selling Through Curiosity Guarantee

"I want to make your decision to attend our 'Virtual Selling Through Curiosity' training as simple as possible. So here is my guarantee:

Register for my training. Try module one taught the first day. If, at the end, you do not feel like you have learned skills and techniques that will have an immediate impact on your ability to quickly and effectively qualify and close sales, simply tell me and we will refund your money immediately. The beauty is that you sit at your desk, attend a few hours, and you will see clearly just how 'Selling Through Curiosity' can take your career to the next level!

Register for my 'Selling Through Curiosity' training now. I know that you will not regret it.

I hope to see you soon!"

-Barry

www.barryrhein.com

Questions—support@barryrhein.com 866.966.2233