

*"You were stellar - a perfect way to end the event on a high note! You did a great job reinforcing what we teach in-house with a fresh voice and perspective, plus new strategies such as sticky stories and more!"* State Training Coordinator - AFLAC

## Sincere Selling: Stop Transacting, Start Connecting

In order to make a sale and earn a customer, you must first make a connection. Wider and deeper relationships lead to increased sales, repeat customers, and powerful referrals. As a former national sales trainer, who cut her teeth in straight commission sales, Colette will show you how to up your personal connection quotient to maximize relationships, revenue and results. Engage, persuade, and influence others, while still promoting you and your services honestly, assertively, and authentically by learning how to:

- Recognize that connection begins within
- Focus on opening the dialogue, rather than closing the sale
- Create a Sincere Selling Mindset
- Align you thoughts, words, and actions to build trust and confidence
- Become an ASK Master to capitalize on your connections



## Why choose this program?

"Sincere Selling" helps entrepreneurs, sales representatives and network marketers save time, money and headaches by teaching them how to cultivate connections that count and ASK for what they need to succeed without offending a soul. It is a motivational, honest, back-to-the-basics program that leaves attendees inspired to work smarter. Customized material based on interviews and field time enhances your team's willingness to implement ideas immediately.

*"From the moment you stepped on stage at our annual sales meeting, you grabbed the audience's attention and kept it the entire time. You took the time to learn our business, even down to common language. Pleased to see the standing ovation from the crowd!"* - Director of Training & Merchandising - ETCETERA

*"Colette took the necessary time up front to understand our organization in order to customize her presentation and connect with our team. Evaluations by participants commented on her humor, professionalism and enthusiasm that brought the material to life!"* - Sales & Professional Development Trainer - MERCK



Book Colette now to dramatically increase your sales success!

*"Our sales office is very diverse with many different cultures, styles and levels ranging from twenty years of experience to brand new salespeople. Your ability to communicate and connect with everyone, while providing strategies they all can immediately use, was impressive. Both my Directors of Training were also thrilled with the content and have pages of notes to prove it. I look forward to bringing you back!"* - Managing Partner, New York Life Insurance

Change is inevitable. Therefore, you consistently need to arm your team with tools that enable them to perform in a constant and ever changing marketplace. Boost your sales team's productivity, enthusiasm and bottom line. Schedule "Sincere Selling" customized for your teams today.