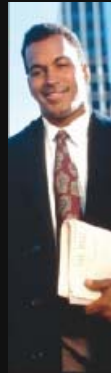


**Just when you think you've done
Everything to increase sales...**

We Show Up

Then Things Happen.



Like:

- Sales go up
- Listings go up
- Transactions are rescued
- You achieve the goals you set
- You receive more referrals
- Customer loyalty strengthens
- New business relationships are created

Decades ahead of anything else called "sales training." It helps you sell the way your buyers and sellers want to buy. So they want to work with you as buyers and want to list with you when selling.

Which means **YOU** list and sell more.

Tired of investing in sales training that just focuses on prospecting or doing activities and promises more than it delivers? Have you tried quick two or three day sales training seminars that got no results and you're thinking that all sales training is alike?

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

There's Integrity Selling®!



"I exceeded ten million in sales and listings this past year, with the help of Integrity Selling, and it was my first year in real estate. Integrity Selling is awesome!"

Roger Grenier
Sarasota, Florida

"I have taken many training classes over the 20 years I've been in real estate. Integrity Selling has helped me double my production and has completely changed the way I do business."

Brend Puvis
Laurel, Maryland

"Integrity Selling gave me a fresh perspective on relating to different types of clients, improving my communication skills, and has made me more effective overall. My sales and listing presentations have become twice as effective! Thank you."

Joe Murphy
Sarasota, Florida

"Integrity Selling was excellent! I learned to ask the 'right' questions and learned how to combine my real estate knowledge with selling skills. This course has helped me improve my production by at least 50%. More agents need to have the chance to participate in this program."

Lori Schwarz,
Medina, OH

Integrity Selling® ... When You Really Want

RESULTS

What is Integrity Selling®?

Integrity Selling® is a behavior change process planted in strong ethics and values.

It is made up of these learning modules:

- A six-hour seminar
- A pre-program sales skills inventory
- An eight-week follow up course
- A post-program sales skills inventory
- Six advanced monthly meetings
- Nine additional review sessions
- An ongoing coaching process

This whole curriculum is designed to teach you a customer needs-focused sales system that helps you, 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 having over 1 ½ million graduates in 80 countries, we have uncovered Four Core Traits that are most predictable of sales success. They are:

1. **Strong Goal Clarity**
2. **High Achievement Drive**
3. **Healthy Emotional Intelligence**
4. **Excellent Social Skills**

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

Of course these four traits are not learned intellectually, but are the by-product of our lifelong beliefs triggering our emotions and motivating our actions.

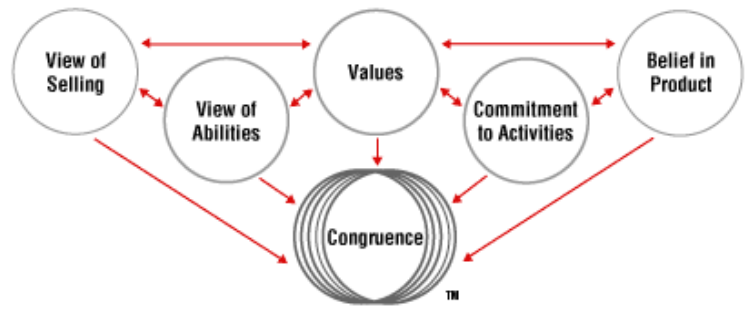
Most training only gives you knowledge, but selling is 85% emotional and only 15% logical. To be effective, we must go deeper and change habits, behaviors, and deep self-beliefs.

"You can't teach people to sell by teaching people to sell!"

Ron Willingham
Integrity Systems Founder

The Sales Congruence Model

The Sales Congruence Model represents the key dimensions that influence a person's achievement drive—the number one predictor of sales success. When gaps occur between these dimensions, internal conflicts are created, stress is triggered, and a person's ability to sell is hampered. The process used in Integrity Selling® helps to bring these dimensions into congruence, increasing your achievement drive.



The result: Peak Performance!



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 the amount of time a salesperson listens

■ Represents the amount of time a salesperson talks

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.



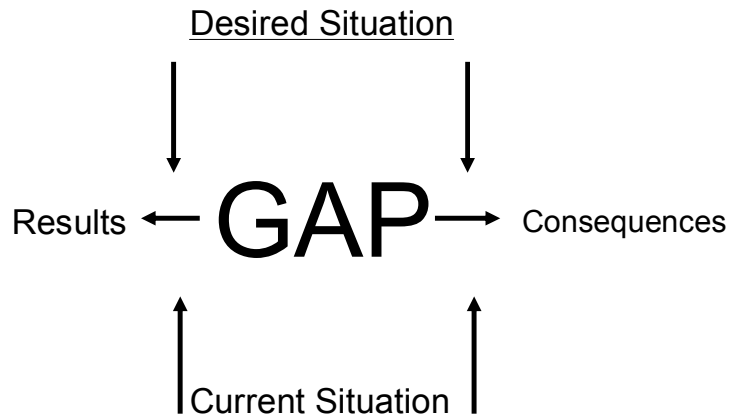
How We Work With You

Rather than attempting to sell you a sales training program, we 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



We would love to have you

JOIN US

Integrity Systems® Courses are offered in 90 Countries and in seven languages?

Here are just a few organizations that have chosen Integrity Systems® to increase their sales and leadership development.

- Franklin Templeton
- Country Companies
- ERA Franchise Systems
- Coldwell Banker Real Estate
- NRT Residential Brokerage
- Sotheby's International Realty
- Prudential Real Estate
- Century 21 Real Estate
- USAA
- Bureau of National Affairs
- Mass Mutual Life
- The Guardian Life Insurance Co.
- Johnson & Johnson
- Principle Financial Group
- AIM Funds
- Amica
- Janssen Pharmaceuticals

What to Expect

- Increased Revenue
- Customer Loyalty
- How To Sell Value And Results (Rather Than Products)
- Improved Closing Ratios
- Build More And Deeper Relationships
- How To Establish Trust And Credibility
- Elevating Belief Systems
- How To Set And Achieve Goals
- Questions To Ask To Different Behavior Styles®
- How To Dramatically Improve Your Listing Presentations
- Recruit the best Sales Associates
- **An Experience That Will Last You A Lifetime**

Learn More About What We Do That Creates Long-term Results!

To learn more about how we work with major companies to increase listings, sales, income and get and keep more customers, please contact us.

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SUCCESS COACH SYSTEMS
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CRESC
Certified Real Estate Success Coach

ISS
Integrity Selling
Specialist