

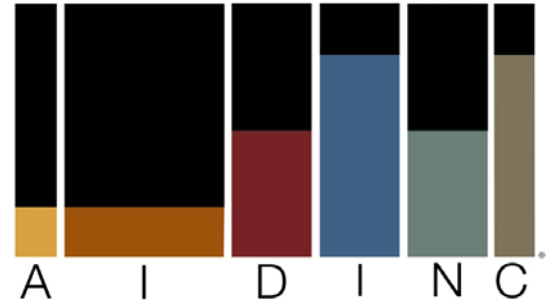
Integrity Selling[®] for the 21st Century

What Is Integrity Selling[®]?

Integrity Selling[®] is a needs-focused sales training curriculum that redefines the sales process to focus on identifying and meeting customer needs and creating value in every transaction. Participants learn values-based principles of selling and communication as well as a unique sales model. This program has been proven in hundreds of organizations as a tool to increase sales, develop more professional sales teams, and decrease the high costs of turnover. Available in seven languages, no other sales training is in its league.

Features include:

- A six-step customer-focused sales system
- The AID,INC[®] sales model
- Eight weeks of on-line training sessions
- Tools include a book, notebook and CDs



One of the most powerful elements of Integrity Selling[®] is the AID,INC[®] sales model. Below is a description of its six steps:

- 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 that prevent buying.
- Close ... to ask for a decision.

Joseph C. Worth – Certified Facilitator for B2



Joe became a partner in B2B CFO[®] in 2007. He was personally trained over 20 years ago by Ron Willingham, author of *Integrity Selling for the 21st Century*. Joe has taken an advanced training course from Integrity Selling and is a Certified Facilitator for the program.

Joe earned his undergraduate degree from Harvard College and his MBA from Harvard Business School. After serving in the Navy and Navy Reserve, he retired as a Captain with 23 years of total service, including a combat tour in Vietnam. In addition to being a CFO five times, Joe was the successful Sales Manager in a company that implemented Integrity Selling[®]. His complete bio is at www.b2bcfo.com/partners/jworth

See the reverse side of this page for the agenda and procedures for the training



How To Get Started

1. Email Joe Worth at jworth@b2bcfo.com to tell him you want to start the training.
2. Schedule the beginning session and follow Joe's instructions to begin the program.
3. Take the PDP test (you will receive an instruction memo from Joe).
4. Receive your PDP tests via email before you begin the Integrity Selling® training course.
5. Receive your Integrity Selling® book and notebook before you begin training.

There will be eight on-line training sessions (one and ½ hours each session) with your facilitator and other partners from the firm. You will be given the phone number to call, the website to visit and the specific time for the sessions.

Integrity Selling® Seminar Sessions

Session One	The Four Traits of Highly Successful Sales People
Session Two	How to Approach People
Session Three	How to Interview and Find Out People's needs
Session Four	How do Demonstrate what You're Selling
Session Five	How to Validate Your Claims
Session Six	How to Negotiate Problems and Objections
Session Seven	How to Close Sales
Session Eight	Conclusion

Integration with B2B CFO®

AID,Inc® is fully integrated into the B2B CFO® program. You will be trained on how to use this program with our steps:

Network Interview I	Interviews with people you know
Network Interview II	Interviews with people you just met
Network Interwork III	Interviews with CEOs
Phase I Proposals	Our proposal methodology