



nonLinear
SELLING
Bringing Balance to the Nature of Sales

*Enhancing the skills, abilities, and personal well-being
of all sales and solo professionals*

NLS

nonLinear Selling (NLS) is a powerful new approach—with a new mindset and a new language—designed to diffuse the pressure and tension, and dispel the stereotype associated with sales. It is a proven method that shortens sales cycles, more accurately qualifies prospects, and provides the skills to obtain maximum visibility into any client's decision-making process. In short, it is a method that helps sales and solo professionals achieve newfound sales success and eliminate rejection *forever*.

NLS is a radically different client management strategy designed to teach professionals a more consultative style of selling, and at the same time strips away the artificial roles of buyer and seller.

As opposed to a process driven strategy, it focuses on the psychological dynamics inherent in the buyer-seller interaction. NLS helps sales and solo professionals handle interactions with clients and prospects more effectively by not coming across as typical salespeople. It teaches them how to unload the burden of constantly having to create *forced forward momentum* to move prospects ahead in the sales process. It builds relationships of instant trust and rapport.

From cold calling to closing sales, nonLinear Selling breaks the cycle of “chasing” clients and eliminates the predictable and traditional sales tactics that have dominated the world of sales for decades.

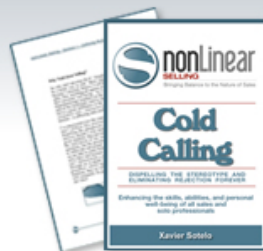
Benefits

- ❖ Cold call without pressure
- ❖ Establish credibility and rapport—*instantly*
- ❖ Dispel the negative salesperson stereotype
- ❖ Attract prospects rather than having them retreat
- ❖ Successfully establish a greater in-depth understanding of prospects' true needs
- ❖ Uncover prospects' hidden agendas
- ❖ Get maximum visibility into prospects' decision-making process
- ❖ Go beyond voicemail
- ❖ Get control of the sales process up front
- ❖ Reduce sales cycles
- ❖ Stop the game of “chasing” prospects and clients
- ❖ Learn to walk away from sales opportunities that have no future
- ❖ Shift from a “hit-and-run” mentality to a deeper, qualifying, consultative process
- ❖ Stop “handling objections” and learn how to manage clients' concerns without defending yourself, your company, and/or your products *ever again*
- ❖ Unload the burden of creating *forced forward momentum* to move prospects ahead in the sales process
- ❖ Eliminate rejection forever

ColdCalling e-Book

Dispelling The Stereotype and
Eliminating Rejection Forever

Now Available!



For more information visit www.nonlinearselling.com or call
613-884-2815

