



TRUSTED ADVISOR PROGRAM

THE ADVANCED SALES PROGRAM

FOR EXPERIENCED SALES PROFESSIONALS

Here is the 2 day program the will show you how to win in today's hypercompetitive market.

No longer order takers, we are trusted advisors!

Buyers today are much much smarter, more demanding and want real value.

As sales people, we need to turn the conversation around to listening to our buyers and finding out how they buy rather than how we sell to them.

Your customers and prospective customers are short on time.

Buyers want trusted advisors, they want people who they can work with that:

- Make their life easier
- Cut their costs or increase their profits
- Give their business a competitive advantage in the market
- Lower their risk in making purchase decisions

BUYERS WANT TRUSTED ADVISORS,
THEY WANT PEOPLE THEY CAN WORK
WITH THAT MAKE THEIR LIFE EASIER

So... how are you doing it?

The **Trusted Advisor Program** will show you how to:

- Change the conversation from **price** to **differential in value**
- **Illustrate** and **not sell** to your buyer
- **Consult** and **not tell!**
- Provide **solutions** and not just product **features and benefits**

What you will walk away with...

- A Sales Plan from start to finish as to how you will achieve your budget (and beyond) in the next 12 months.
- An understanding of the mindset required to achieve numbers beyond your imagination.
- Language of the trusted advisor.
- How to use showmanship and the theatre of selling.
- How to focus on the end game of selling.
- How to be the contrarian in the marketplace so you stand out.
- How to build and exhibit expertise that people will pay for.
- How to keep going when you don't feel like it Building resilience.
- How to go higher, wider and deeper with your current accounts.
- The secrets to the perception game and how to have real presence in front of a client.
- How to build alliances and joint ventures with other like minded professionals.
- How to embrace the power of the mastermind and surrounding yourself with the right people.
- Moving for the conversation from daily or hourly fee to value based fees and solution based outcomes.

What makes this program so unique?

Our assumption is that already know how to sell, but do you know how to be the sounding board ?

Here is an outline of what will be covered:

- The difference between operational, tactical and strategic selling and why it is important.
- Sales 101 revisitedto make sure we know what we should know.
- The Traits of the Trusted Advisor.
- How to consult and be the sounding board.
- How to attract referrals with your best clients and build your business.
- How to build your personal brand
- Dealing with the price buyer and how to make the price no longer a focus .
- The Strategic Selling Quadrant ... the key to running your business inside the business.
- Building your ascension model to success so you can keep getting paid from your clients.
- Sales planning and automation
- The One Page Sales Plan
- The Complete ID – Close process to new business.
- Selling the Total solution.
- The 6 steps to the Account Review Process.
- Building a bridge to your economic buyer.
- Building credibility for long term relationships.
- Building your financial justification model.
- Your Personal Success Plan.
- Building your body of work and selling expertise.

Brad shows sales people, sales managers & small business owners how to develop the selling edge!

Brad Tonini has had over 16 years of running his own business. As a sought after sales strategist, Brad has helped hundreds of companies increase their sales quickly through his Million Dollar Selling coaching and training programs.

So why the Trusted Advisor Program for your team?

This program is a must for the experienced sales professional to escape the commoditisation trap, to develop strength in a muddy market and to build professional skills so they can run their business inside the business.



WHAT BRAD'S CLIENTS SAY.....

"I saw Brad present at an event and thought "I can learn from him - he is very good at sales." I met him and paid him his normal fee to help me in my boutique consulting business. I was so impressed that I introduced him to the Institute of Management Consultants, where he put on a fantastic show on **Selling the Invisible**. That has turned out to be one of the best events we have had. Brad is a black belt at selling. He knows how to sell, and he knows how to help you in your SME businesses so that you can sell better and win more sales."

Stephen Wood
Success Enterprises Consulting Pty Ltd

"Brad has played a major role in catapulting our business to the next level. His CEO and sales coaching programs have changed the way we do business and increased sales by 800%."

Paul Darcy
Direct Mail Solutions

TO DISCUSS THE TRUSTED ADVISOR PROGRAM WITH THE DIRECTOR OF SALES,
PLEASE EMAIL SALES@BRADTONINI.COM