



# INTEGRITY SELLING® FACILITATOR-LED VIRTUAL SALES TRAINING PROGRAM

**Integrity Solutions’ open enrolment version of Integrity Selling® allows individual salespeople, consultants, advisors and small sales teams to fully experience this industry-leading program.**



## ACCELERATE YOUR SALES PERFORMANCE

**Integrity Selling®** is a comprehensive facilitator-led virtual sales training solution that has helped over 3 million sales and service professionals achieve **improved sales performance, increased customer loyalty and professional growth**. The program combines engaging digital learning and live facilitator-led instruction with time-phased real-world application, reinforcement and coaching to elevate skills and results.

## BLENDED LEARNING FOR SUSTAINED RESULTS

We have integrated our facilitator-led workshops and coaching sessions with online social interaction, video-based learning, gamification and accountability activities to give you:

1. An agile, proven conversation framework (AID,Inc.®) to help you confidently **achieve better outcomes from every customer call**.
2. A Behaviour Styles® model to enable you to more **effectively understand and align with each customer**.
3. Coaching on the **attitudes and beliefs** that will either accelerate or slow down your sales career.
4. **Improved confidence** through eight weekly 90-minute sustainment sessions that emphasise reinforcement, coaching and real-world application.
5. A flexible and simple questioning model to help you create **higher levels of value** for your customers and **differentiate you from your competitors**.

### Digital Pre-Work

**45 minutes**

Social interaction combined with video, assessments and activities.

### Introductory Virtual Workshops

Two 4-Hour Sessions

**February 19th & 20th 2025**

9:00am – 13:00pm AEDT

### Group Sustainment Sessions

Eight Weekly Follow-Up Sessions  
Commencing Thursday **March 6th**

9:00am – 10.45am AEDT

### Virtual Graduation Ceremony

Thursday **24th April 2025**



To register and if you have any questions, please contact Bob McCarthy on 0417 778030 and at [bob.mccarthy@integritysolutionsaustralia.com](mailto:bob.mccarthy@integritysolutionsaustralia.com).



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### WHAT PAST PARTICIPANTS HAVE SAID...

“Even though I’ve been the #1 sales person globally for my company over the past year. I felt like **I wasn’t digging deep enough to understand my customers and their needs, that’s where the GAP Model™ comes in!** During the course, I made a sale that we took from a competitor that brought us 3 additional agents with approximately 15 million in volume. I am also closing in on a large sale that will more than double our company’s market share.”

“**The big sale I recently closed resulted from digging in deeper into (the client’s) behavior style** and making sure I was showing up with respect to her personality style. That sale ended up bringing in eight new agents, increasing market share from 3% to 44%, about \$22 million in volume.”

“**Integrity Selling® was a game changer for me.** My selling approach was just to pitch and describe my product to a customer. Now using the Integrity Selling® approach **I’m much more focused on the customer and their challenges and needs.** As a result my hit rate on cold calls has increased a lot. In fact one prospect (now a customer) said after we had a good conversation ‘this is one of the best calls that I’ve ever had.’”

“I was hesitant to really throw myself into sales as I didn’t want to become that sleazy image of a sales person. **Integrity Selling® has helped to change view of selling to be more aligned with my values.** My confidence has increased and I recently won a new deal with a customer who he was able to switch to (my company) after only four months with a competitor...which was previously unheard of.”