



# Integrity Selling®

## What Is Integrity Selling®?

Integrity Selling® is a customer needs-focused sales training curriculum. Participants learn and apply values-based principles of communication that increase sales, reduce turnover and build customer loyalty.

The Integrity Selling® process includes:

- A needs-focused selling system, AID, Inc.®
- A simple Behavior Styles® language
- A structured eight-week follow-up course
- Learning dynamics that affect attitudes as well as skills
- A curriculum that is self-leveling and self-customizing
- Ongoing manager's coaching
- An e-learning component and reinforcement tools
- 15 reinforcement modules

Available in seven languages, Integrity Selling® is typically delivered by your certified facilitators. Trainer certification courses are offered monthly.



## The AID, Inc.® System

One of the most powerful elements of Integrity Selling® is the AID, Inc.® sales model.



### The AID, Inc.® system helps people:

- **A**pproach...to gain trust and rapport with customers.
- **I**nterview...to identify and understand needs.
- **D**emonstrate...to show how needs can be filled.
- **val-I-date**...to prove your claims and heighten trust.
- **N**egotiate...to resolve problems in a win-win manner.
- **C**lose...for a decision or the next step.

The width of the bars in the graph shows approximately what percentage of time each step should take in the sales process. Each bar also indicates how much time a sales person should be listening (black) versus talking (red).

# Aligning Knowledge, Skills and Values

Sales success is more than just knowing how to sell. It also involves attitudes, values and beliefs. Integrity Selling® helps salespeople evaluate these issues through the following model:

## Sales Congruence Model™



Integrity Selling® addresses each of these dimensions and helps salespeople reduce inner conflicts to bring them into congruence. As a result, achievement drive is released and salespeople sell more.

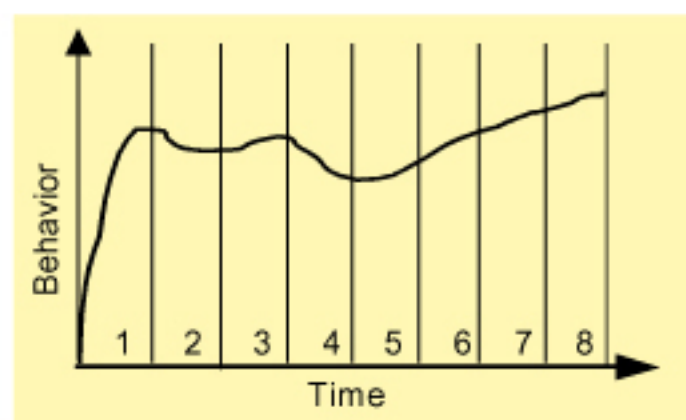
## Behavior Change Curve

The objective of Integrity Selling® is to create new selling behaviors. Studies have shown that this requires time lapse, repetition and positive reinforcement. The structured follow-up course provides a format for each of these to occur. Concepts and behaviors are introduced during the initial seminar and reinforced over the next eight weeks. This ensures practice and application of the concepts until new behaviors are formed.

Learning Curve  
When Only Information Is Presented



Learning Curve  
When Weekly Follow-Ups Are Used For Reinforcement



For More Information Contact:

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