

GETTING TO **YES**, AUTHENTICALLY

7 habits of highly effective (and authentic) salespeople

About Rick Wickizer:

Rick is a speaker, business coach & successful entrepreneur. His passion is to help businesses maximize their “triple bottom line” (Purpose – Passion – Profitability)



We all sell. Learn to influence in a way that is sincere & very effective!

Sales has received a bad reputation and deservedly so. Many of the “old-school” sales techniques are very manipulative and arouse suspicion the moment they are applied. It is very difficult to influence someone, once their guard is up.

Getting to Yes creates a new paradigm of selling where “sales is service”. We listen intently to fully understand what is needed. We then strategically form a solution that will fulfill the need. No agenda and no manipulation. Our focus is to meet our client’s needs fully. If we can’t, we refer another who can better serve them.

Yes, there is structure and strategy to the sales process. We cover that. The key is to do it with an open heart.

Key Takeaways:

- Selling (influencing) is easier when there is openness & trust.
- When the focus is taken off the “close” and onto serving our client, we sell more!
- Listening to understand and communicating to be understood is critical!

