



Zero Selling: Breakthrough to Outstanding Sales Results©



We exist to empower leaders and teams to breakthrough and achieve their potential!

Call us at: + 61 481 307 778

Email: office@breakthroughcorporatetraining.com.au

Website: breakthroughcorporatetraining.com.au

Get an Instant Quote: breakthroughcorporatetraining.com.au/quote

Zero Selling: Breakthrough to Outstanding Sales Results©

Do your team members need a modern approach to selling that works?

Today, how you sell is more critical than what you sell. Buyers aren't looking to be 'sold'; they want help to buy. Yet, paradoxically, they are reluctant to trust those who should be most capable of providing it—Sellers. Buyers are wary of unhelpful and off-putting pushy selling methods. They want Sellers they can trust, who offer transparent guidance that helps them make the right decisions for them. And sellers need the skills and confidence to deliver on that expectation.

The Method

Breakthrough's Zero Selling Program creates Sellers that buyers want to work with - authentic, ethical, and transparent. Their buyer-centric and value-based approach reflects The Seller Code of Conduct (<https://thesellercode.org/>). Zero (Clean) Sellers quickly gain trust because they prioritize buyers ahead of their own desire to make a sale. Buyers feel safe to be candid, without fear of exploitation, to share insights into what they value (and will buy) that other Sellers don't get. And this is the key outstanding sales results.



📅 1-2 Hours | 📅 1/2 Day | 📅 Full Day | 📅 Custom Program

Science-based: it works

Zero Selling draws on the latest understanding of human behaviour, significantly updated this century thanks to the discoveries of experts like Nobel Laureate Daniel Kahneman. Unlike the logical beings' traditional sales methods assumed we were, science reveals that humans are naturally irrational and that our decisions are driven by emotion.

This insight is crucial, particularly in B2B where purchasing decisions were long believed to be purely logical. Truly effective sales professionals have always known—intuitively, if not explicitly—that connecting with human nature and growing trust leads to superior results.

The Zero Selling program teaches a modern approach, blending emotional intelligence with a science-based understanding of human behaviour. It enables Sellers to connect, engage, and grow trust quickly and effectively to achieve exceptional sales results.

The Zero Selling Program

These discrete modules teach the why, what, and how of the Zero Selling method of interacting with buyers. Applying the approach requires the adoption of new behaviours and habits, which requires repetitive practice e.g., in mock sales calls, to gain competency. Hence, the third (how) module.

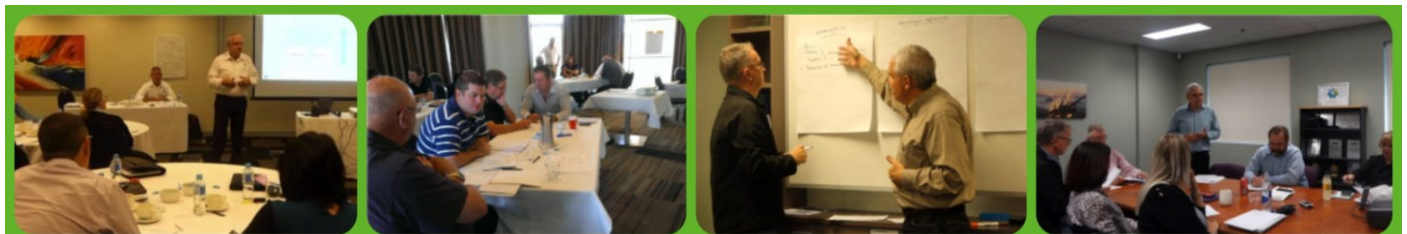
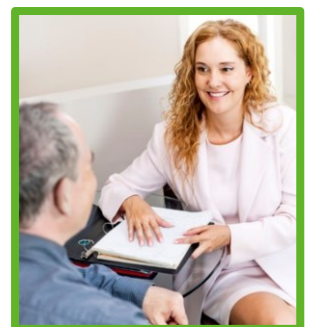
Why: Introduction to CS: the principles of CS e.g., behaving authentically, growing trust, being of value. (2-hours).

What: The CS Method: buyer interaction skills and six-step sequence to win a sale. (1/2 day or 1 day for Why & What).

How: Embedding CS: coaching with practice drills and mock sales interactions. (3 x 2-hour sessions weekly).

Here are the outcomes that you and your team members will gain from this training:

- Quickly grow high-trust relationships.
- Qualify early the opportunities you can win and those you can't.
- Have 'I've got this!' confidence to know what to do at every stage.
- Engage Buyers in natural (not 'salesy') conversations that both you and they enjoy.
- Learn what Buyers value (i.e., want vs. need, which is what they buy).
- Become the most compelling source of value to Buyers.
- Eliminate (instead of 'overcoming') Buyer Objections and Pricing Discussions.
- Have Buyers collaborate with you to create solutions that they will buy.
- Apply a six-step process to drive a sale from qualifying to winning.



This unique training is designed to help participants breakthrough with 'I've got this!' confidence to achieve outstanding sales results. It can be run in the following formats: 1-2 Hours, Half Day, Full Day, and Custom Programme options are available.

The Breakthrough Corporate Training Advantage

Our core values reflect the depths of who we are. Our Core values are **Engagement, Breakthrough, and Passion**. Our nurture values are *Relevance, Heart, Integrity, Presence, Truth, Courage, and Teamwork*.

Breakthrough Corporate Training has a strategic partnership with TransformMe Learning and The Sales Natural and combined, we have over 70,000 hours of coaching/mentoring/training experience in organisations. See some of our combined clients below.

10s of 1000s of People from Organisations in Sydney Australia and Around the World have Been Transformed Through our Talks, Corporate Training, Coaching and Mentoring



Your Lead Sales Trainer

Patrick Boucousis is our Breakthrough Corporate Training Lead Sales Trainer, founder of The Sales Natural programs, and a leading advocate of ethical and transparent practices, Patrick's wealth of experience, down to earth sales approach (that really works) and engaging manner make for an energising session for any team involved in sales.

Patrick's entire career has been in B2B sales, selling, leading, and coaching sales teams for national and multinational organisations in a variety of industries from heavy machinery, enterprise IT to consumables. In environments with sales ranging from a few thousand dollars to over \$100M, Patrick has always coached his teams personally, transforming often dysfunctional teams into world-beaters that won more business and at higher margins than their peers. Patrick's obvious success prompted numerous companies to approach him to coach their teams, so much so that he eventually codified his 'Zero Selling' methods as 'The Sales Natural' programs.



Patrick is a LinkedIn 'Top Voice' and author of 'The Seller Code' a gold standard of ethical and transparent buyer-centric conduct that has been endorsed by sellers and leading trainers and coaches around the world. Exceptional sales success through adoption of the Code is also the objective of 'Zero Selling.'



***We exist to empower leaders and teams to breakthrough
and achieve their potential!***

Call our Head Office at: + 61 481 307 778

Call our Lead Sales Trainer – Patrick Boucousis at: + 61 414 387 825

Email: office@breakthroughcorporatetraining.com.au

Website: breakthroughcorporatetraining.com.au

Get an Instant Quote: breakthroughcorporatetraining.com.au/quote