



Advantage

The New Science
of Sales Success



The Aha! Advantage

The Aha! Difference

Aha! Advisers use the power of self-persuasion to:

- Consistently generate higher revenues
- Shorten their sales cycle
- Close more deals.

Aha! Advisers outsell traditionally trained salespeople because of the very different way they sell.

- First, they use motivating Aha! insights to help their clients **discover** smart ways to solve their most frustrating and costly problems.
- Second, they use the power of self-persuasion to help clients **convince themselves** why they need to buy.

1. The power of Aha! Insights

Buyers purchase from sellers who deliver the best value.

Traditional sellers typically use a mix of facts and statistics packaged as PowerPoint's, white papers and case studies to demonstrate their value.

Aha! Advisers use Aha! insights to help their prospects discover unexpected sources of value.

Aha! insights are the moments of pure clarity when buyers:

- Uncover an unseen opportunity
- Picture the potential value of an innovative solution.

2. The power of self-persuasion

Although there are hundreds of different sales training systems virtually all use a form of direct persuasion. Most teach sales success comes when you convince a buyer why they need to buy.

But three decades of scientific studies on the psychology of influence shows direct persuasion methods rarely work. Sceptical buyers resist and switch off when they are told what to do.

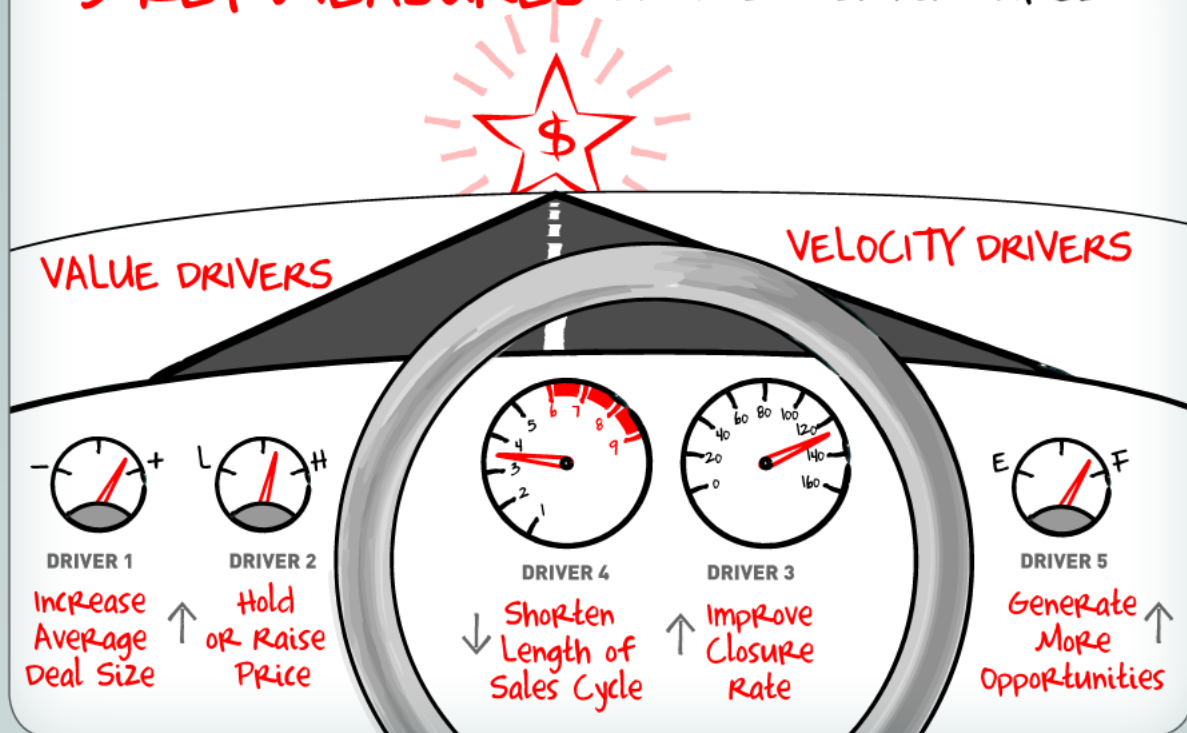
Aha! Advisers know that self-persuasion is almost always a more powerful form of influence than direct persuasion.

Helping clients convince themselves works better because buyers rarely resist when they buy for their own reasons.

	Old World Tell-and-Sell	Aha! Advantage Discover-and-Uncover
Influence Strategy	<ul style="list-style-type: none"> • Direct persuasion: convince prospects why they need to buy. 	<ul style="list-style-type: none"> • Self-persuasion: help prospects convince themselves.
Sales Process	<ul style="list-style-type: none"> • Tell and ask prospects what they need. • Sell the benefits of buying from you. 	<ul style="list-style-type: none"> • Use Aha! insights to help clients discover new sources of added value. • Help clients uncover their own reasons for buying.
Client Reaction	<ul style="list-style-type: none"> • Buyers resist, tune out of tune off. 	<ul style="list-style-type: none"> • Clients commit faster and for longer.

How Aha! Advisers Outsell traditional sellers

5 KEY MEASURES OF SALES PERFORMANCE



Aha! Advisers outscore traditionally trained salespeople on five measures.

1: Average Deal Size

Aha! Advisers typically outsell their tell-and-sell counterparts by 200%.

Result: Higher revenues.

2: Margin Protection

Aha! Advisers hold and increase profit margins by selling value and discounting less.

Result: Higher profits from each sale.

3: Length of Sales Cycle

Aha! Advisers close a significantly higher percentage of sales than their tell-and-sell counterparts.

Result: Higher sales and higher motivation.

4: Closure Rate

Aha! Advisers have fewer meetings with buyers before they close the sale.

Result: Increased productivity – they have more time to sell to more clients.

5: Number of Opportunities in Sales Pipeline

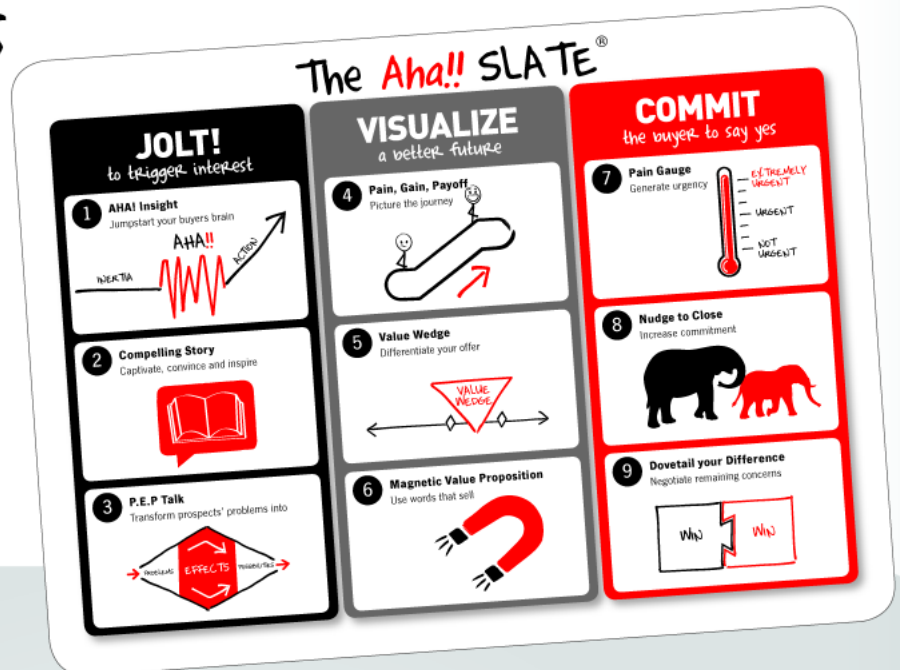
Aha! Advisers consistently retain a larger number qualified prospects in their pipeline.

Result: They maintain consistent momentum and avoid the sales slumps that plague underperformers.

Transform your Sales people into Aha! Advisers

Our two day Aha! Advisers Accreditation Workshop:

- boosts revenues
- increases deal sizes
- improves closure rates.



The Aha! Advisers Accreditation Workshop

The New Science of Sales Success

- How Aha! Advisers outsell traditional sellers.
- Why buyers reject traditional tell-and-sell sales techniques.
- How Aha! Advisers use the power of self-persuasion to help prospects convince themselves.

How Aha! Advisers use motivating Aha! insights to solve costly and frustrating problems

- How "Aha!" moments transform buyers' brains from no to yes.
- What neuroscience tells us happens inside the buyers' brains when they experience an Aha! moment or insight.
- How Aha! Advisers challenge clients' assumptions and create Aha! moments by reframing their problems.

Facts Tell, Stories Sell

- How top Aha! Advisers use success stories from comparable firms to engage their buyers.

Transforming Your Clients' Problems Into a Need for Your Solution

- Using the PEP (Problem, Effects, Possibilities) high-impact questioning framework.

Planning and Painting the Client Journey

- Moving the buyer from where they are to where they could be.
- Using the power of contrast to move the buyer from pain to gain and payoffs.

Using a Value Wedge to Differentiate Your Offer

- How to differentiate your firm's offer from competitors.

Crafting a Magnetic Value Proposition

- Crafting messages that sell.

Overcoming Client Decision Paralysis

- How to use the Pain Gauge to generate urgency.

Nudging the client across the line

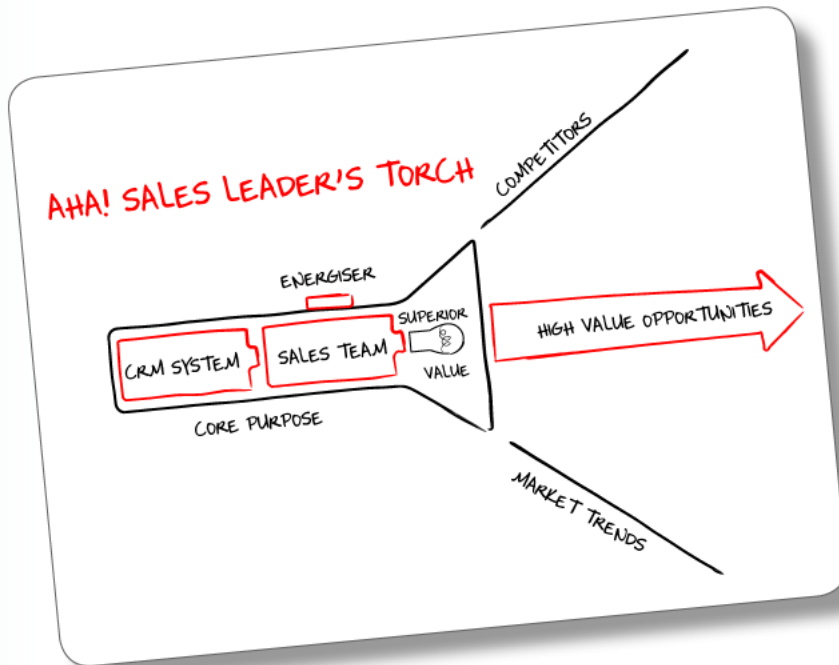
- How to use motivational nudges to close the sale.

Clinching the Sale by Dovetailing your Differences

- How to negotiate remaining differences with the buyer by trading what is cheap for you and valuable for the buyer.

Transform Your Sales Managers into Aha! Sales Leaders

To maintain momentum created by the Aha! Advisers training, you need to upskill and transform the mindset of your sales leaders.



Our two day **Aha! Sales Leader** workshop shows leaders how to create a sales culture that makes achieving 100% of target the norm rather than the exception.

- Turns average performers into high-performing Aha! Advisers.
- Shows leaders how to get the maximum out of every staff member.
- Motivates under performers.
- Plans and manages performance.
- Coaches, mentors & counsels your team.

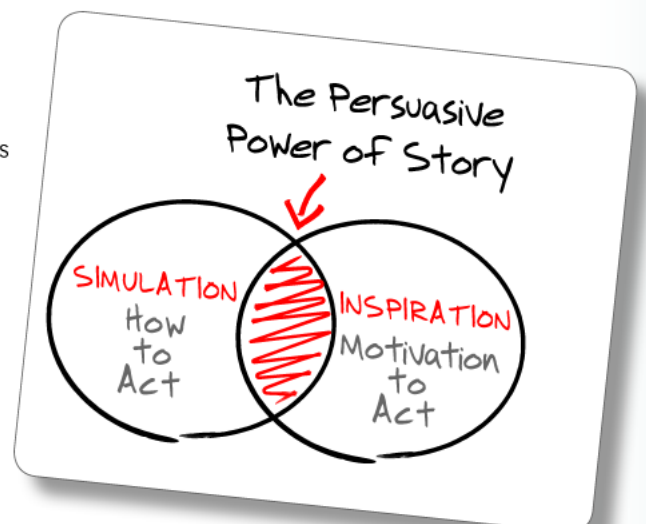
Master the Persuasive Art of Story Telling

Our two day **The Persuasive Art of Story Telling** workshop shows Aha! Advisers how to make carefully crafted stories their prime persuasion tool.

Persuasive stories work on two levels. First they provide clients with simulation: knowledge about how to act. Second, stories provide inspiration: motivation about when to act.

Discover:

- Why clients find stories irresistible
- How to craft a compelling story
- How to captivate clients with compelling stories
- How to align stories and messages so they differentiate you from competitors

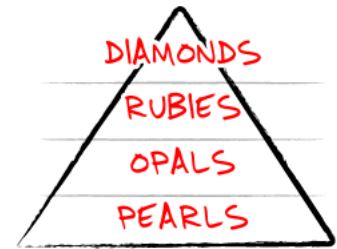


Capture Larger, More Valuable Crown Jewel Clients

Drilling for Diamonds: Finding, Managing and Growing Strategic Accounts is an intensive three day workshop.

Discover how to:

1. Target new high value, crown jewel opportunities (Diamonds, Rubies and Opals).
2. Outflank competitors.
3. Write and formulate a winning account penetration strategy.



Transform Skeptics into Believers

Presentation Magic; How to Present With Punch, Power and Pizzazz is a two day presentation skills workshop.

Discover:

1. The art of persuasive presentations.
2. How to craft sequence messages for impact.
3. How to highlight payoffs and benefits using the Pain - Gain - Payoff persuasion sequence.



Negotiate With Tough Buyers to Maintain Margin

Dovetailing Your Differences: How to Negotiate Without Giving In is a two day negotiation skills workshop.

Discover how to:

1. Transform differences with buyer into sources of joint value.
2. Turn lose/win into win/win.
3. Defend your price against aggressive buyers.

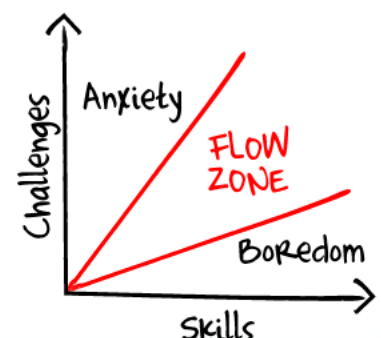


Re-energise Your Team

Finding Your Zone: Unlocking the Secrets of Inner Motivation is a two day workshop.

Discover how to:

1. Perform in the High Performance Flow Zone.
2. Programme your subconscious for sales success.
3. Master the attitudes of optimism, confidence and persistence.



Upcoming Books

The Aha! Advantage

The New Science of Sales Success

Discover how Aha! Advisors:

- Consistently **outsell** their competitors by **200%**
- Generate Aha! moments for their clients with **empathetic jolts**
- Use a value wedge to drive home their **advantages over competitors**
- Nudge their buyers from no to **yes**
- Use the power of self persuasion to **outsell** tell-and-sell salespeople.

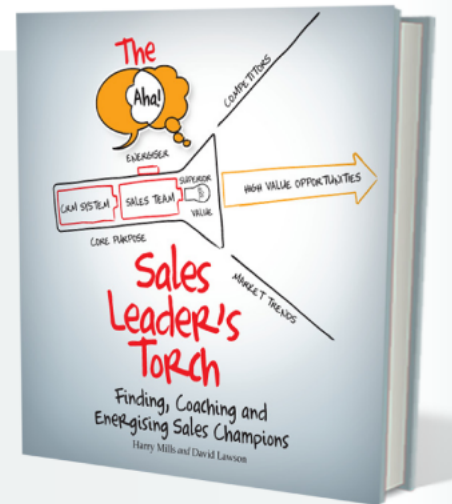


The Aha! Sales Leader's Torch

Finding, Coaching and Energising Sales Champions

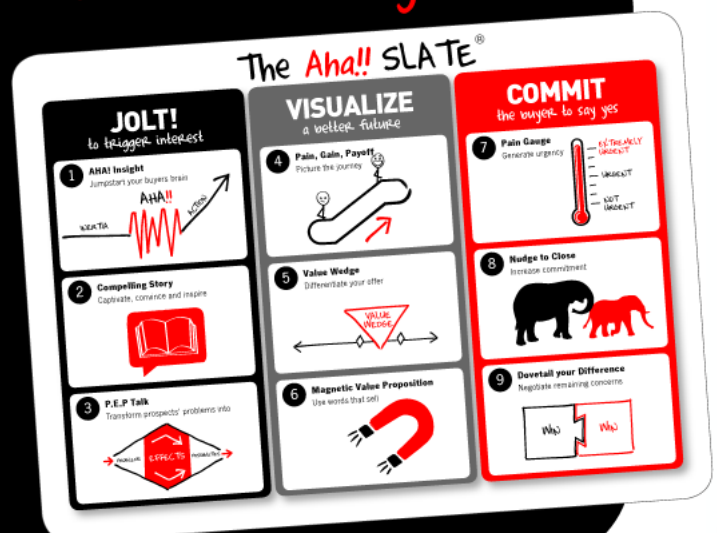
Discover how to:

- Identify potential **Aha! Advisors**
- Transform average performers into top performing **Aha! Advisors**
- Become a **100% Leader**
- where every **Aha! Advisor** makes quota



All our Aha! Guides feature the following:

- A unique simple visual "at a glance" format
- Dozens of engaging sketches which strip each **key idea** down to its **bare essentials**
- Key concepts captured as a one page Aha! **visual storyboard**
- Downloadable **practical, cutting edge tools**



Leadership and Credentials



CEO of the Aha! Advantage
Harry Mills, has spent 27 years turbocharging blue chip salesforces.

The Aha! Advantage is part of the Mills Group which specialises in transforming underperforming salesforces into competitive weapons.

Our clients include a who's who of the world's leading salesforces. Clients include: GE Money, IBM, Ericsson, Oracle, BMW, AMP, Toyota, Lexus, Unilever, ANZ Bank, ING, PWC, Deloitte, Ernst and Young and KPMG.

Harry Mills is the best-selling author of 12 acclaimed books on sales, persuasion and negotiation, which have been translated into 18 languages.

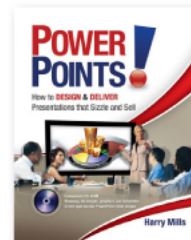
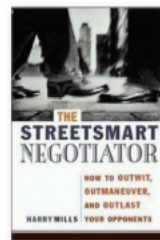
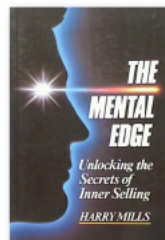
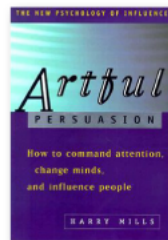
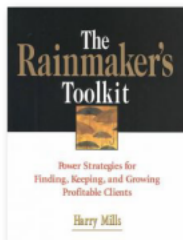
Harry Mills' book *The Rainmaker's Toolkit, How to Find, Keep and Grow Profitable Clients* was selected by CEO Advisor in 2004 as one of its U.S. top ten business books, and called it the "new bible in professional services".

Harry is a recognised expert on the psychology of persuasion. He is the author of *Artful Persuasion: How to Command Attention, Change Minds and Influence People*. Harry is also the Harvard Manage/Mentor for persuasion – a flagship programme that goes out to 6.5 million managers in 10 languages.

Harry is a regular keynote speaker at international conferences and has featured on radio and television in Australia, the United States, and New Zealand.

Harry's work has been featured in business magazines such as *Management Consulting News*, *INC* magazine and *Selling Power*.

OUR OTHER PUBLICATIONS:



OUR CLIENTS INCLUDE



Contact Details:

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