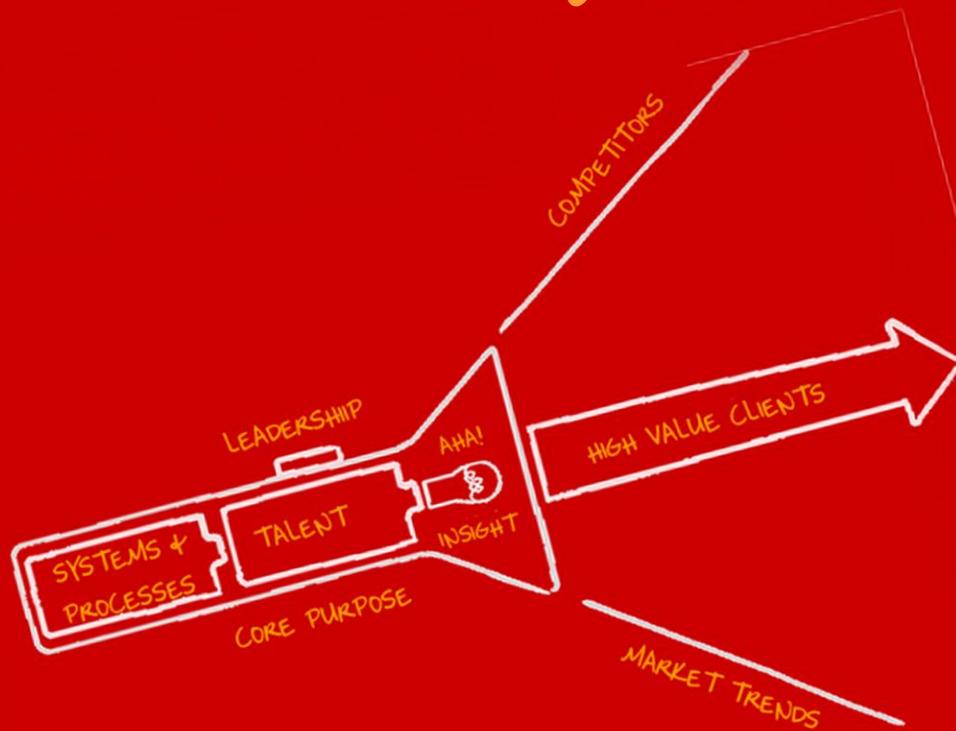




Advantage



Sales Performance
and Leadership Training

The Revolutionary new science of sales success

Aha! Sales Advisors outsell their rivals by:

1. Using the newly discovered science of self-persuasion to eliminate buyer skepticism and mistrust.
2. Using Aha! insights to show their customers smarter ways of how they can deliver more for less.

Selling in the Age of Google

In the Age of Google where customers are armed with the choices and information they need to call the shots, eliminating resistance is the key to successful selling.

Aha! Advisors are trained to eliminate resistance by helping their clients find their own reasons for buying. Why? Buyers don't argue with their own reasons. When sellers eliminate skepticism and mistrust they remove the biggest barrier that stands in the way of a successful sale

Sellers who become Aha! Advisors sell much more than their rivals. We support these claims with verified case studies and offer a no questions asked, money back guarantee.

How buyers react to different forms of influence

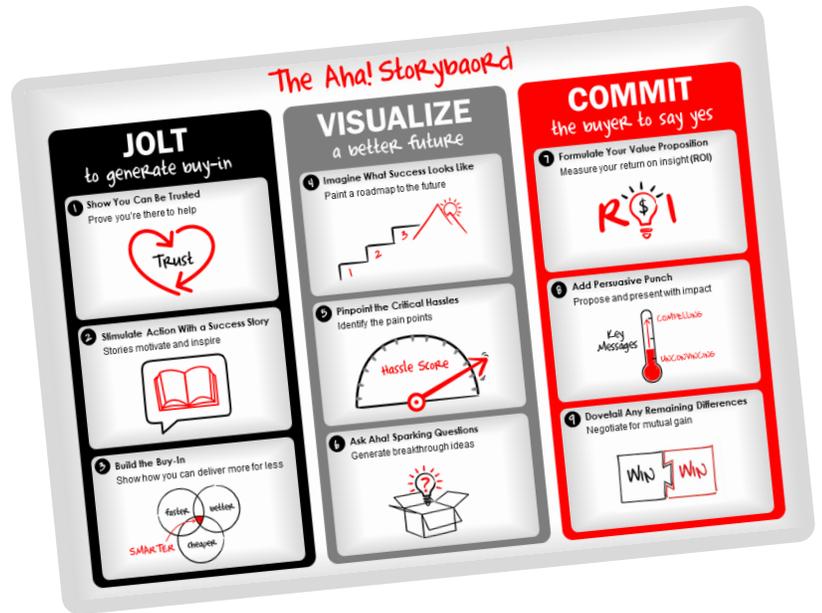
	 Traditional Sales Training Direct Persuasion Convince clients why they need to buy	 Aha! Sales Training Self-Persuasion Help clients convince themselves
Choice	You're telling me what to do	The choice is mine - I'm free to choose
Trust	I'm sceptical about other peoples motives	I trust my own reasons for changing
Motivation	I actively resist or defer decisions	I am motivated to say yes quicker and commit for longer

Transform your sales people into Aha! Advisers

Boost your revenues

Increase your average deal size

Improve your closure rates



Aha! Advisers' Accreditation Workshop (2 days)

1. Moving the buyers brain from no to yes

- The three steps to yes.

2. The two ways to influence buyers

- The traditional way - direct persuasion: convince customers why they need to buy.
- The new way - self-persuasion: help customers convince themselves.

3. Why Aha! Advisers sell more when they focus on eliminating resistance

- Why the traditional way of selling (direct persuasion) no longer works.
- How successful sellers use self-persuasion to help customers find their own reasons for buying.

4. How Aha! Advisers go onto outsell their competitors with using aha's

- How sellers use Aha! insights to show customers how they can promise smarter ways of delivering more for less.

5. Building trust with clients fast

- The trust formula

6. Facts Tell, stories sell

- Why stories are so much more powerful than dry facts and statistics.
- How Aha! Advisers use success stories to sell more.

7. Visualizing your customers future

- How to get your customers to paint their road map to the future.

8. Pinpointing the Customers' Critical Hassles

- Identifying and prioritizing customer pain points.

9. Using the Why, What if, and How questioning sequence to generate breakthrough ideas

- Why questions challenge assumptions.
- What if questions generate value-multiplying aha! insights.
- How questions identify possible customer solutions.

10. Using the value wedge to calculate your Return On Innovation (ROI)

- What make you different and more desirable in the customers eyes.

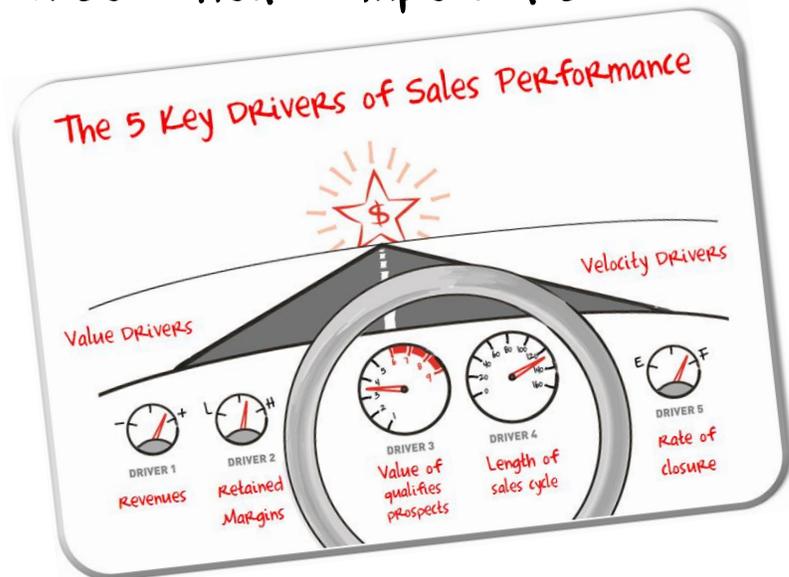
11. Adding Persuasive Punch to All your Messages

- The SAUCE test for persuasive punch.

12. Dovelail your differences

- Negotiating for mutual gain.

How Aha! Advisers outsell their competitors



VALUE DRIVERS

Aha! Advisers
outsell their
competitors on
five criteria

1. Revenues.

Aha! Advisers consistently outsell their tell-and-sell counterparts by 73 to 230%.
Result: Higher revenues.

2. Retained Margins.

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

Result: Higher profits for each sale.

3. Value of qualified prospects.

Aha! Advisers consistently retain number qualified prospects in their pipeline.
Result: Sellers maintain consistent momentum and avoid the sales slumps that plague underperformers.

VELOCITY DRIVERS

4. Length of the sales cycle.

Aha! Advisers have fewer meetings with buyers before they close the sale.
Result: Increase productivity - they have more time to sell to more clients.

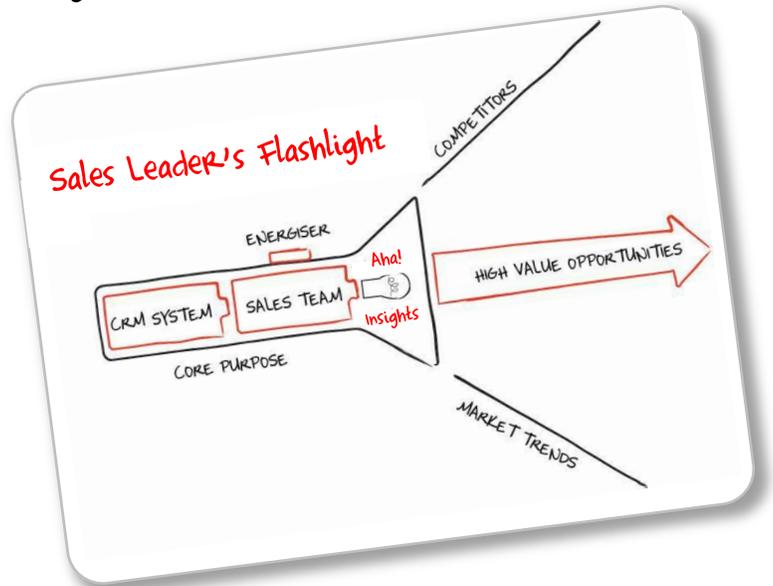
5. Rate of closure.

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

Result: Higher sales and higher motivation.

Transform your sales managers into Aha! Sales Leaders

After Aha! Sales leader training team revenues increase 20 to 25%



The Aha! Sales Leader Workshop (2 days)

1. The five attributes of successful Aha! leaders

- Have a core foundation of management skills.
- Are gifted Aha! Advisors in their own right.
- Are committed coaches.
- Focus their team on high value opportunities.
- Are exceptionally good at nudging the most lucrative deals across the line.

2. Shifting Mindsets

- The fixed mindset that limits a sellers ability to sell more.
- The sales growth mindset that helps sellers to reach their potential.
- How to change your staff's mindset to one of growth and aspiration.

3. Moving the mediocre middle

- Why are so many staff stranded on the "OK" plateau.
- The huge benefits that come from moving the mediocre middle to the right

4. Mastering the ABCs and the 3Rs of skill acquisition

- The ABC success formula for hard skills: Always Be Consistent.

The 3R success formula for soft skill development:

- Reading what's happening.
- Recognizing the patterns of productivity.
- Responding with optimal choice.
- Why intensive practice is the key to successful skill growth

5. The GROWTH coaching sequence

- Goals: what do you need to achieve?
- Reality: what is happening now?
- Options: what could you do?
- Will: what will you do?
- Tactics: how and when will you do it?
- Habits: how will you sustain success?

6. Peak performers: moving people into the flow zone

The three performance zones:

- Panic Zone: Anxious and out of control.
- Flow Zone: Optimal performance.
- Drone Zone: bored, job lack challenge.

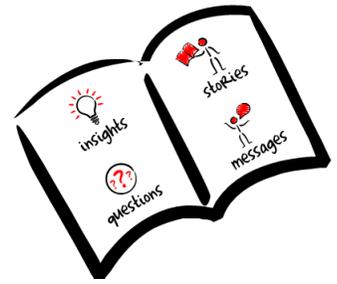
7. Rethinking GOAL setting

- What the new science of motivation teaches about positive thinking.
- Why dreamers are rarely the doers.
- The WOOP goal success formula
 - Wish: Today's wish.
 - Outcome: The best result you can imagine.
 - Obstacle: Identify what is standing in your way.
 - Plan: How you will overcome the obstacle.

Master the persuasive art of story telling

Our two day workshop shows **The Persuasive Art of Storytelling** workshop shows Aha! Advisers how to make carefully crafted stories their prime persuasive tools.

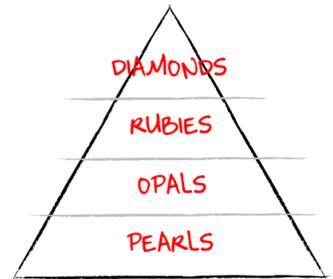
Discover how to craft and deliver compelling stories



Capture larger, more valuable crown jewel clients

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

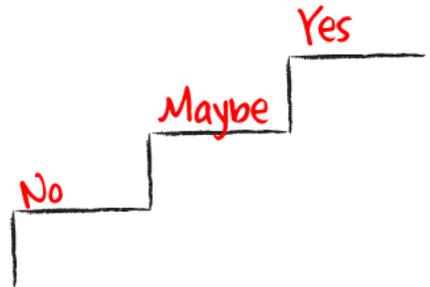
Discover how to win new high value, crown jewel clients (Diamonds, Rubies, Opals)



Transform skeptics into believers

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

Discover how to craft, sequence and deliver messages for impact.



Negotiate with tough buyers to maintain margin

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

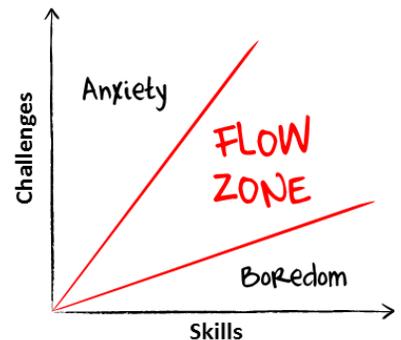
Discover how to transform differences into sources of joint value.



Motivate your team

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

Discover how to perform in the High Performance Flow Zone.



Leadership and credentials



Harry Mills is the founder and CEO of the Aha! Advantage an international consulting and training firm. For the past 27 years, the Aha! Advantage and its legacy firm, the Mills Group has been helping a mix of blue chip clients grow their sales and clinch big deals.

Corporate clients include: GE Money, IBM, Ericsson, Oracle, BMW, AMP, Toyota, Lexus, Rio Tinto, Unilever, PWC, Deloitte, Ernst & Young, KPMG, ING and the ANZ Banking Group.

Harry has built his reputation by translating the latest research of social psychologists, behavioural economists and neuroscientists who study persuasion into practical, cutting-edge insights and books.

Harry is the subject matter expert for persuasion for the Harvard's Business Review's flagship Manage/Mentor program that goes out to 6.5 million managers.

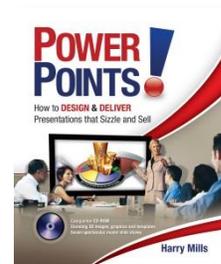
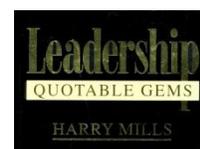
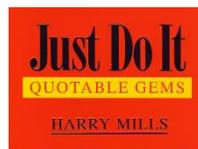
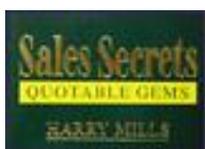
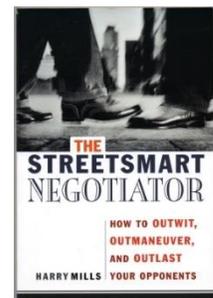
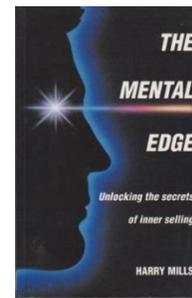
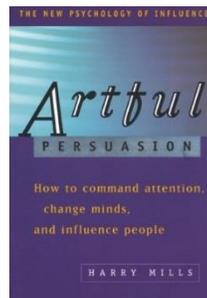
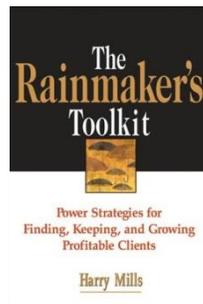
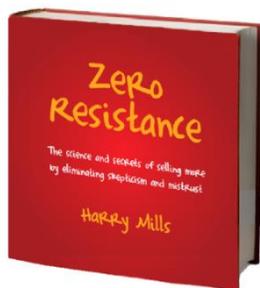
Harry has authored 14 acclaimed books on sales, motivation, persuasion, business development and negotiating that have been translated into 18 languages.

An accomplished deal maker, Harry has authored three books on negotiation including *The Streetsmart Negotiator. How to Outwit, Outmaneuver and Outlast Your Opponents.*

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

Harry's latest book, *Zero Resistance: the science and secrets of selling more by eliminating skepticism and mistrust*, shows sellers how to leverage the astonishing power of self-persuasion.

Books



Our Clients



Contact us

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