



## the intention-based Selling approach

### Intention- based Selling Workshop Agenda:

#### Introduction

##### *Exploring your relationship with Selling*

- What do you think about selling and why?
- Current Relationships with Customers
- Selling Opportunities/Challenges
- Typical Selling techniques and barriers to effective Selling

##### *Becoming more comfortable & effective in Selling to clients*

- The FairXChange™ Approach
- Selling Opportunities/Challenges using FairXChange™
- Discuss examples

##### *Helping your organisation to be more comfortable & effective in Selling to clients*

- Implementing FairXChange™
- New Selling Relationships with Clients
- Next steps

Traditional approaches to selling and managing customers have typically relied upon setting objectives to 'win business', using persuasive or even manipulative communication techniques to achieve sales objectives before moving on to the next target.

These approaches can understandably leave customers feeling exploited and dissatisfied. Conversely, sellers when faced with more powerful and demanding customers may also be taken advantage of if they lack the necessary structures and support to create long-term sustainable relationships.

FairXChange is a new concept which helps sellers to create mutually beneficial contacts with their customers based on values, a clear sense of purpose or intention and trust.

The FairXChange approach allows organisations and individuals to integrate their own style of doing business into a framework which helps to reconcile the potentially conflicting demands of making money, satisfying customers and acting in an ethical way.

#### Contact:

Tim Puddle or Guy Tunnicliff at Integration International to discuss FairXChange Consultancy and Workshops.

*For mutually profitable relationships with customers*