

# Critical Skills for Sellers in a VUCA/BANI World



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- Leadership Development Program Architect
- Certified Master of The Leadership Challenge®
- Certified Executive Coach, CEC, ICF
- Management, Soft Skills, Personal Effectiveness
- Bestselling Sales Author & Keynote Speaker
- Founder of People First Productivity Solutions and People First Leadership Academy



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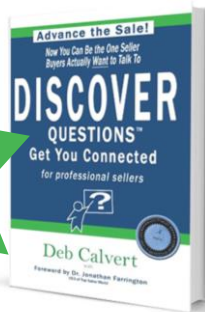
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10<sup>th</sup>  
Anniversary  
Edition  
Sept 2023



Named one of  
The 20 Most  
Highly-Rated Sales  
Books of All Time  
by  
**HubSpot**

Available on Amazon

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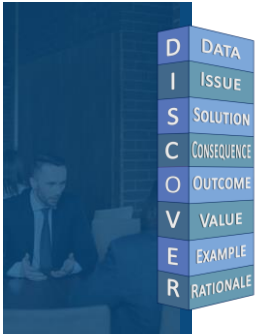
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**Now You Can Be  
the ONE Seller that  
Buyers Actually  
WANT to talk to**

Cut out continuances. Put an end to pending.  
Stop stalling out. Learn to connect and advance the sale.

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**4 Megatrends in Selling**



**Sellers as Value  
Creators**



**Sellers as  
Leaders**



**Sellers as Critical  
Thinkers**



**Sellers as  
Sensemakers**

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**Sales Competencies**

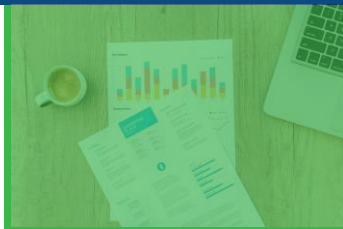
Empathetic Listening

Learning Agility

Curiosity/Openness

Sensemaking

Leadership



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### Change Drivers



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### One Skill Checks ALL the Boxes



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### Quality Questions Will

- Steer the conversation, put you in the Driver's Seat.
- Signal your clear purpose to ease your passenger's mind.
- Yield needed information for improved navigation.
- Create high value for the buyer AND the seller.
- Advance the sale faster. Accelerate to your destination.
- Ensure 2-way dialogue that builds trust and connection.
- Make the buyer experience more meaningful and relevant.

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Leadership development for leaders at every level.  
Management/supervisor training and coaching.  
Personal effectiveness & soft skills courses.  
Critical Thinking, 2-Way Trust, Personal Effectiveness  
People First Leadership Academy  
[www.peoplefirstpotential.com](http://www.peoplefirstpotential.com)

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