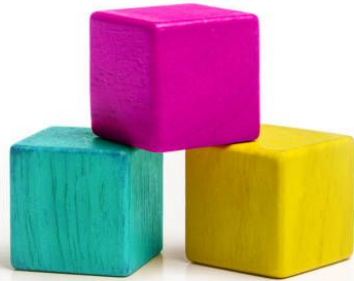
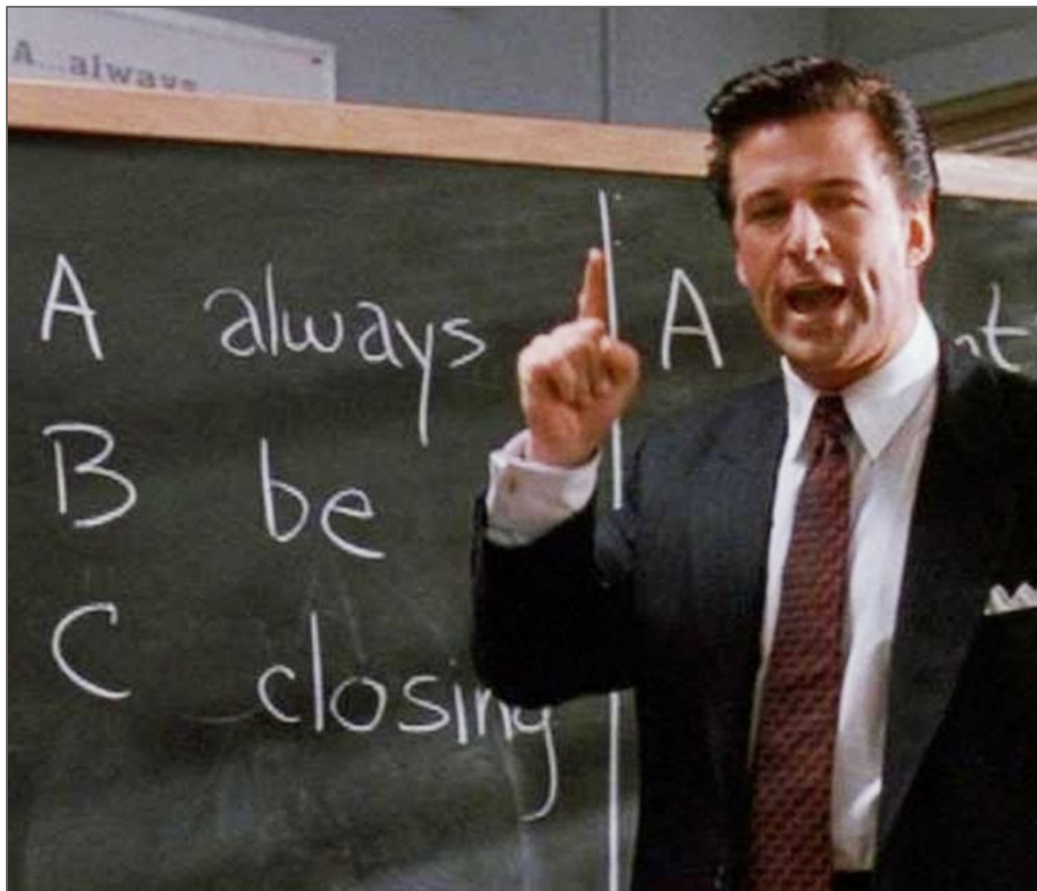




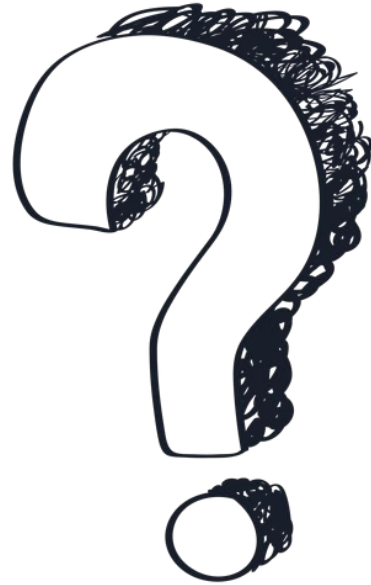
How to Sell When Everything Feels Upside Down

ABCs





What is sales?



Sales is the process of helping someone make a positive change and allowing them to own it



Selling is Helping

Why do prospects
hate salespeople?



Salesy



Trusted Advisor



ABCs

- **A**lways
- **B**uild
- **C**onfidence

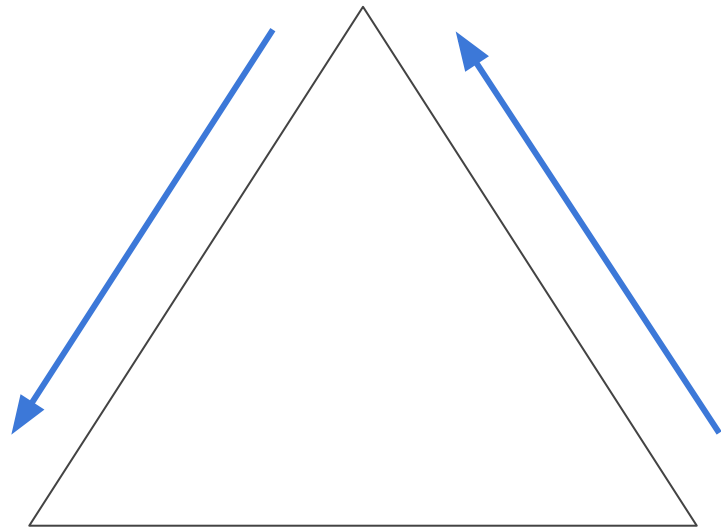


POSITIONING

EXPLORING

PRESENTING

PROBLEM



SOLUTION



ACTION

Old Paradigm



New Paradigm



ABCs

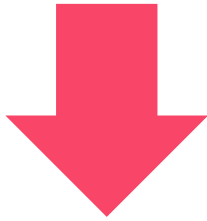
- **A**lways
- **B**uild
- **C**onfidence



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