

## Engineering the Sale®

*To Engineer (v): “To skillfully or artfully arrange for a situation to occur.”*

### Intended Outcome

***Enabling you to outcompete in the marketplace.***

We claim that selling is a fundamental human activity that goes well beyond the mere offer of products and services to external customers. In business, we also sell our capabilities to prospective employers, our ideas to colleagues, performance narratives to our stakeholders and leadership to our subordinates or employees. With that in mind, we have created an uncommon, scientifically proven framework that enables our clients to design and craft compelling business narratives that sell.

***Participants will begin to acquire a new set of skills and sensibilities that goes beyond requirements to uncover and take care of the underlying concerns of both internal and external customers.***

### Intended Audience

***Level 1 – Those in transition to a revenue production role.***

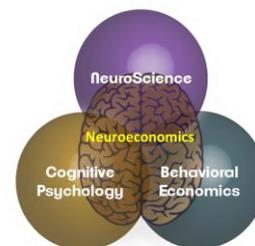
***Level 2 – Seasoned sales and business development professionals.***

While we offer two distinct program levels, the fundamental framework is identical for both. The difference resides in the sophistication of the pre-reading assignments and group exercises.

### Our Uncommon Framework

We leverage “Neuroeconomics,” the intersection of:

- **Neuroscience:** How the brain is organized and functions.
- **Cognitive Psychology:** Attention, memory and use of language.
- **Behavioral Economics:** Decision making under risk and uncertainty.



### Why this framework?

***Trying to persuade through sheer will and persistence produces limited results.***

Typical sales narratives focus on “what” works but not “why” it works – specifically, the underlying human-to-human (H2H) component. This is not solely an academic theory. We and our clients have used this framework to successfully close more than a billion dollars of new business while simultaneously building deeper customer relationships and networks that are critical to success in today’s global business environment. Our success with this framework has naturally led us to a new mission:

***Putting the H2H back into B2B™ (and B2G)***

### Proven Instructional Technique

***Testimonials from Fortune 250 companies:***

- ***“This program taught me the difference between merely competing and winning.” – Division President***
- ***“Excellent class! Kept presentation interesting. Very relevant material.” – VP, BD***
- ***“Best, most useful [company] training I’ve taken so far.” – Director of Engineering***

## Overview of the Training Modules

***Our commitment: accelerated learning through pragmatic, hands on application.***

- Using **five fundamental “Speech Acts”** required for every business transaction.
- Recognizing and interacting with each of the **four Prospect behavioral types**.
- Applying the **Principle of Marginal Utility** to craft more highly-valued offers.
- Using Freytag’s Pyramid to go beyond stated requirements and **reveal underlying concerns**.
- Understanding the **four attributes of Trust** required to close a deal.
- **Practical, Tailored, Group Exercises throughout.**

## Delivery Options

- 1 or 2-day seminar
  - Group exercises
  - Actionable takeaways
- Live, interactive, remote learning.
- Performance support webinars to enhance retention and accelerate skill acquisition.

## Classroom Artifacts

- Participant manual / notetaking guide.
- Customer Relationship Tools and templates.
- Engineering the Sale® Mastermind Mandala™
- Textbook: “Conversations for Action and Collected Essays: Instilling a culture of commitment in working relationships” by Dr. Fernando Flores.

## Founder / Educator



Jeff Goldfinger

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- Led or consulted on teams that have won \$1.35Bn+ of new business
- 82% competitive win rate (more than twice the industry average)
- Internationally recognized public speaker
- Business Unit Lead, Business Development, ITAR Sales, Capture Manager, Program Manager
- Veteran, Naval Flight Officer
- Commercial pilot SEL, instrument rating

*It's far more important to know  
what person the disease has than  
what disease the person has.  
- Hippocrates*