

Learn to Double Your Win Rate by Engineering the Sale®

The Situation

We're always selling.

We claim that selling is a fundamental human activity that goes well beyond the mere offer of products and services to external customers. Job seekers sell future possibilities to prospective employers; employees sell their annual performance ratings to bosses; bosses sell their leadership to subordinates; engineers sell their design solutions to peers; lawyers sell arguments to judges and juries; accountants sell tax strategies to clients. Parents even sell the importance of eating broccoli to their children. Selling is part of the human condition. With that in mind, we have created an uncommon, scientifically proven framework that enables participants to design and craft authentic, ethical, powerful narratives that sell. (For more about this framework: <https://xtramile.biz/about>).

Intended Outcome

Increased probability your offers to both internal colleagues and external customers will be accepted.

We have used this framework in, what is arguably, one of the most arm's length industries – government contracting – to achieve an 82% win rate where 30 – 35% is the norm.

Overview of the Training Modules

- ✓ Exploring **five key distinctions** from cognitive psychology and Speech Act Theory used in **every business transaction**.
- ✓ Understanding **four underlying attributes** for **building and restoring trusted relationships**.
- ✓ Customizing your selling for each of **four distinct and easily observable client types**.
- ✓ Applying the **Utility Maximation Model** from behavioral economics to **craft more highly-valued offers**.

Specifics

<ul style="list-style-type: none"> ➤ Date: Friday, April 3, 2020 <ul style="list-style-type: none"> • Morning Session: 8:30am – 12:30pm • Afternoon Session: 1:30pm – 5:30pm ➤ Location: Edison, NJ (details provided after registration) ➤ To Register: <ul style="list-style-type: none"> • https://xtramile.biz/events, or • https://doubleyourwinrate.eventbrite.com • Registration Ends: April 1 	<ul style="list-style-type: none"> ➤ Investment: <ul style="list-style-type: none"> • Individual: \$400 • Carpools (2 or more): \$325 each ➤ Either Investment Includes: <ul style="list-style-type: none"> • Student Notetaking Guide • Textbook: "Conversations for Action" by Dr. Fernando Flores • Engineering the Sale® Mastermind Mandala™ • Networking Lunch: 12:30 – 1:30
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Founder / Educator



Jeff Goldfinger

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- ◆ Business Unit Lead, Business Development, ITAR Sales, Capture Manager, Program Manager
- ◆ Led or consulted on teams that have won \$1.95Bn+ of new business
- ◆ 82% competitive win rate; 91% value capture rate
- ◆ Internationally recognized public speaker
- ◆ Veteran, Naval Flight Officer
- ◆ Commercial pilot SEL, instrument rating

Proven Instructional Technique

Testimonials from Fortune 250 companies:

- *"This program taught me the difference between winning and merely competing."* – 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