

Don't miss the next Sales Institute of Ireland Event:

# TIDALWAVE SELLING™

The 12 Megatrends In Buying That  
Shape Your Sales Success.



If you think you know how your customers buy,  
then think again! The Tidalwave Selling workshop  
will be a revelation.



Sales Leaders Series

The O'Callaghan Alexander Hotel, Dublin 2

**5th December 2012: 7.30 - 9.15am**

By JOHN O GORMAN & RAY COLLIS OF THE ASG GROUP

FREE FOR MEMBERS, NON-MEMBERS 80 EURO

As Sales Managers we have got used to; competitive tendering, complex buying processes and stalled buying decisions. But do we really understand the mega trends in buying that affect our team's ability to close deals as forecasted?

## Why Is This Workshop Important?

Helping customers to buy is one of the greatest challenges facing sales organizations globally. This Sales Leadership workshop will help you leverage the changes/trends in modern buying to boost your team's success rates.

This workshop will give you the chance to hear the latest research and trends on buying based on The ASG Group's upcoming book *Tidalwave Selling™ The 12 Megatrends of Modern Buying* - this buyer research has resulted in tools and strategies with the proven ability to boost deal confidence by up to 30%.

## How Will This Workshop Help You?

If you are looking for answers to the following questions this leadership workshop is for you:

- Why are deals getting stalled?
- Does how your team sell reflect the changes in how your customers buy?
- How can your sales team find new ways to shape the buyer's decision?
- What is the compelling rationale (business case) for purchasing your solution?
- How can your team write proposals that get deals approved?

## Speakers: Ray Collis and John O' Gorman of The ASG Group

Few speakers know or care as much about the trends in buying and their implications for deal success as John O' Gorman and Ray Collis. They have researched how buying decisions are made in some of the world's largest companies and have written the following books: *Quick Win B2B Selling* and *The B2B Sales Revolution*.

