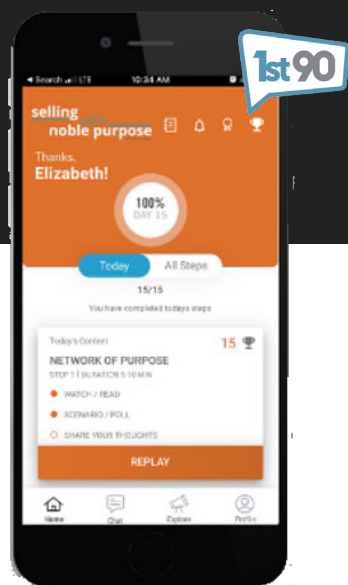


SOLUTION OVERVIEW



Based on research and concepts from Lisa Earle McLeod's bestselling book.

Selling with Noble Purpose is a perfect solution when:

- Deals are coming down to price.
- Sellers struggle to differentiate.
- Sellers have ambitious targets.
- Customer relationships are transactional.

PRAISE FOR NOBLE PURPOSE

"The investment we made in becoming a purpose-driven organization is delivering a tenfold return in our ability to attract top talent, grow our customer base, and establish greater competitive differentiation in the market."
– CEO, Commercial Bank

McLeod
& More

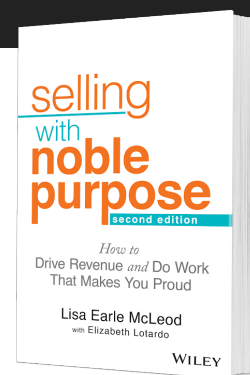
Selling with Noble Purpose®

Drive **more** revenue **and** do work that makes you proud.

A philosophy and a system for moving beyond transactional sales

Transform a good sales team into an **exceptional** one able to:

- Establish absolute clarity about the positive impact their solutions have on customers
- Articulate that positive impact in customer conversations with emotionally engaging stories
- Increase competitive differentiation during the entire sales process
- Feel a greater sense of purpose and meaning in their daily work



Offerings

- **Keynotes and sales kick-offs** - A combination of inspiration and practical skills, interactive, mass appeal
- **Learning map program** - Full-day, 4 (90-minute) modules, table-driven, robust facilitation guide & printing guidelines, sales methodology & CRM agnostic
- **1st90 mobile app** - reinforcement, actions & behaviors in the flow of work in just 5-10 minutes/day
- **Integrated approach** - *Selling with Noble Purpose* is a perfect complement to *Level Five Selling*. Both philosophies share principles of value creation and customer partnership. Facilitators can easily position each offering in support of the other. *Selling with Noble Purpose* can be implemented before, after, or in conjunction with *Level Five*. *Selling with Noble Purpose* tackles the mindsets and skills of the seller.



thyssenkrupp

BERKSHIRE
HATHAWAY INC.

Client success

- **Hilton**: Record revenues and increasing differentiation, expanded high-value B2B customers on a global scale, became a Best Place to Work
- **ThyssenKrupp**: Recovered margin erosion, created differentiation in a commoditized and transactional industry (raw materials)
- **Berkshire Hathaway**: Sustainable revenue growth in multiple divisions (water, rail, crane), integrated historically siloed sales teams and customer relationships