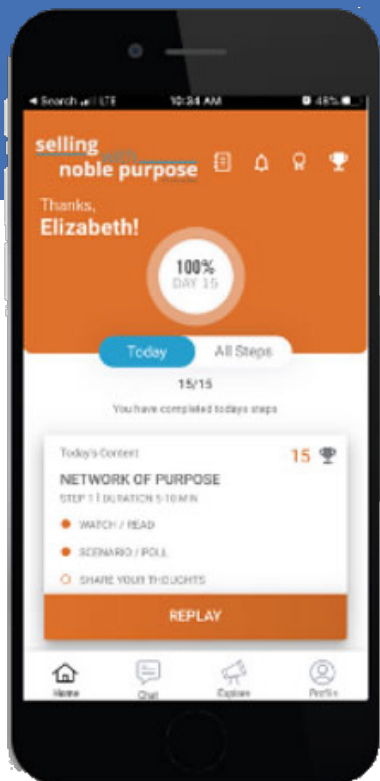


## SOLUTION OVERVIEW



A mobile learning journey based on the research and concepts from Lisa Earle McLeod's bestselling book, *Selling with Noble Purpose*.

### 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*



# Selling with Noble Purpose®

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

## Activate a team of purpose-driven sellers

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

Advantage Performance Group and 1st90 have joined forces with bestselling author Lisa McLeod and her team at McLeod & More to create a learning journey that brings *Selling with Noble Purpose* to life in the hearts, minds, and actions of a sales team..

### Program description:

In 90 days, salespeople will internalize the 5 habits of purpose-driven sellers through the integration of 15 distinct actions. How do you move someone's mind, heart, AND behavior, in just 90 days? Through the 1st90 platform, your team can learn the mindsets, actions, and techniques of *Noble Purpose*® sellers in the cadence of daily business. No training room, no flipcharts, no days out of the field.

### 5 habits of purpose-driven sellers

1. Have a purpose bigger than money
2. Use customer impact as their red thread
3. Able to sit with uncertainty
4. Are tenacious in the face of a challenge
5. Live with intention

The learning journey begins with a facilitator-led kickoff session and continues with regular check-ins. Salespeople who truly want to make a difference in the lives of their customers embody 5 key habits. When these 5 habits sit beneath sales skills, they become a force multiplier. The *Selling with Noble Purpose*® mobile learning journey utilizes quick bites of content, tools, and inspiration, alongside a community to facilitate knowledge sharing and accountability. Salespeople are guided through immediate actions they can take that we know up-level their performance alongside their sense of purpose.

### Target audience

This program is designed for mid-sized to large sales teams who want to improve emotional engagement, competitive differentiation, and ultimately, revenue. If you've found yourself saying one (or all) of the following, we can help:

- Our company has a purpose, but it's not the centerpiece of our sales conversations.
- Deals always come down to price; people lose sight of the bigger picture.

# Selling with Noble Purpose®

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

## MORE PRAISE FOR NOBLE PURPOSE

*"Noble Purpose gave our organization a laser-like focus. It helped us outsmart our competition instead of outspending them" – Founder, Travel Company*

*"Noble Purpose has been a game changer for our company. It is our North Star, helps guide our decisions and teammates have much more pride than ever before. Never has a book impacted me in so many ways, personal and professional" – COO, Plumbing Company*

- *In the face of big challenges, my team often feels discouraged or afraid.*
- *We're the best-kept secret. Our customers love us, but we struggle to translate the value we bring to new prospects.*
- *My team is growing fast. I need to get new teammates engaged and effective quickly.*
- *I wish my team was as excited and optimistic as they used to be.*

### The economics of *Selling with Noble Purpose*

The economic implications of purpose-driven business, and selling with noble purpose, could not be more clear.

- A 10-year growth study of more than 50,000 brands around the world shows that companies who put improving people's lives at the center of all they do outperform the market by **over 350%**.
- A Michigan State University study determined a sense of purpose is more positively associated with salesperson effort and adaptability over time (compared to financial incentives).
- The foundational study behind *Selling with Noble Purpose* revealed that salespeople who sell with "noble purpose," who truly want to make a difference in the lives of their customers, **outsell salespeople focused on financial targets**

### Why NOW is a critical time for organizations to become purpose-driven

We are experiencing a reset like never before. Business norms are being challenged, sales teams are being called upon to innovate and reinvent what they sell and how they sell on a daily basis. A growing chorus of customers want to know: *Is your sales team here to help me? Or are you just trying to close me?*

**The organizations who put a noble purpose at the core of their business, and bring that purpose to life with their sales teams, are the organizations who will win the market.**

Imagine a world where...

- Sales teams rise above the transaction and become passionate about creating value for clients
- Sales managers see themselves as belief builders for their team and know how to leverage shared belief as a competitive advantage
- Organizations are courageous in the face of fear, selling and innovating in new ways, knowing their customers are counting on them

It's possible!

**For more information** about bringing the *Selling with Noble Purpose* learning journey to your organization, contact [Advantage Performance Group](#). We help organizations develop great people.

