

SOULAIMA GOURANI

Stop the sales – and let people buy

Internal as well as external sales and marketing is changing. People love to buy - but they hate sales. So stop the sales and let people buy. Go easy on the rational arguments and start creating an environment that people cannot resist being a part of. We have to face the fact that your IQ is no longer enough, nor the most important. We are living in a time where meaningfulness, passion and personal involvement are absolute shorts – and yet we still approach our collaborators with standardized communication and an impersonal expression.

This speech will recognize and demonstrate the importance of EQ – your overall ability to inspire trust. This is the key to affect people’s decisions and to convince your partners in a time where value is much more than price and products.

The power of trust

Trust is the new black! Do people trust or mistrust you? Can you convince people about your qualities? Can you make them buy? Do they support you when needed? Conviction and lobbyism is a part of our everyday business life. It is facts that only few know how to build, nurture and expand a network of trustful relations that act like ambassadors for your matters. *Learn how to create ambassadorship, professional relations that buy whiteout you selling to them.*

This speech will focus on how you build successful internal and external relations and hereby gain:

- Business
- Influence
- Inspiration

Learn how to implement the “ready to use” tools as:

- “The 30 seconds trust” model
- The 70/30 rule
- The 50% foundation
- The 7 meter and 12 persons rule

Form:

Speech – 40 minutes

I very much look forward to spending an inspirational time with you.

All the best,

Soulaima Gourani