

# THE AUTHORITY GUIDE TO TRUSTED SELLING



Building stronger, deeper, more profitable relationships  
with your customers to create lifetime loyalty

**PAUL AVINS**

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Paul Avins is our trusted mentor, business coach, sales expert and all round good bloke – you should buy this book, heck you should buy all his books – each one is full of nuggets of business wisdom that will get you through your toughest day.

**Nicola Whiting**  
**COO Titania Group**

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# Foreword

If you're standing in an airport or bookshop, or reading an Amazon preview (trying to make a purchasing decision) then I've created a shortcut below – just for you...

For those who aren't currently skipping to the tills, or folks like me who like to read the foreword (before getting to the 'juicy bits') this is how Titania met Paul and why we think this book will make a difference, to *you*.

Paul initially attracted us to his F12 business leaders and entrepreneurs event with a cunning ploy – he showed genuine and persistent interest in our future success.

Titania had won a series of awards for product excellence, so he wrote to us saying 'people who enter and win awards tend to be people focused on growth and taking positive steps' and 'we were the sort of people he liked to work with'. He included an event invite that offered a 'no pitch' promise, networking and food (so he had all our boxes ticked) but we weren't sure whether we wanted to go – so we ignored him.

Thankfully Paul employs his own methods and followed up with a perfectly pitched call – that cinched it. We spent more time talking than he did – he really actively *listened* and reflected back a clear understanding of what we wanted for our business.

We found ourselves agreeing to attend, we're very glad we did.

Paul builds *trust* like no other leadership coach we've ever encountered.

This book is a shortcut to a better understanding of your clients and potential clients; it's a 'trusted selling' programme that is hugely powerful.

Applying its principles generated successes for Titania such as:

- Tripling event attendance to a key seminar
- Doubling our lead generation at a competitive trade show
- Increasing our sales team engagement (as they have more productive client conversations)

Providing clients the *type* of information they need, when they need it and delivering it in the best format for them – is the key to successful sales and marketing.

We buy from people we know, like and trust – in today's information rich 'instant' society, we can't just mail out a brochure and hope for the best. We have to build quality, long-term, *trusted* relationships that provide mutual benefit for both parties.

If you want to give better service and build deeper, stronger and more profitable relationships with your clients, then dip into these pages frequently, take action and explore their concepts fully – when applied, they will radically transform your business.

Nicola Whiting

# Introduction

Let me ask you a few questions as we get started together.

- Have you ever been *frustrated* by your customer not seeing the value your product or services can deliver to them?
- Do you ever find it *difficult* to contact, connect and convert certain types of prospect or buyer?
- Is your company *suffering* from outdated 'pressure' selling techniques and a belief that if you just make more calls you are guaranteed to hit your sales targets?

If you answered 'yes' to any of these questions, I know how you feel. In my more than 25 year career in various sales roles, whether employed, self-employed or as a business owner, I've often experienced the same either personally or with clients.

Let me be clear: I've always loved selling since I first sold my Smurfs to my sister when I was just eight years old. I've always seen it as an opportunity to solve problems for people and a way to serve, add value and build a long-term relationship.

But the world is changing.

Today customers have more access to information online about our companies, products and services and what real customers think of them, having purchased and used them.

Often when we meet a potential client they will know a lot about our products' features and benefits as well as all our competitors.

Then there are social platforms like LinkedIn, Twitter and Facebook that let them see what type of person we are, which people we have in common and how we express ourselves and interact with others.

To me, most traditional sales training feels 'at odds' with our current reality. However, this creates a huge opportunity for those of us able to move away from the obsessive focus on sales techniques and move towards a value led approach built on a foundation of high trust.

When you make this shift, and I'll explain exactly how to in this book, you can experience results like one of my F12 Mastermind clients in the garden design and landscaping market.

The owner wanted to grow their sales, as most of my clients do, and asked me to train her team in high trust selling. Now I'm a great believer, as you'll find out, in understanding people and tapping into their natural abilities to build rapport and trust. I'm also a big believer in tracking the return on investment (ROI) from any training programme myself or my team delivers.

Here's what's interesting.

Before the training they had an average order value (AOV) of between £15,000 and £20,000. Now, after applying what I'll share with you over the next few chapters this nearly *doubled* in just 90 days. Which was a great result for them, but the story

gets even better as they also landed their first ever £100,000 contract.

Now am I guaranteeing you the same results?

No of course I can't, as I don't know your market, company, product or experience; however, I can tell you that this is not a unique story from a client and that this selling approach can deliver significant results and returns for you, but you have to *apply* it.

This book is for you if you are:

- a salesperson on the road selling products or services
- a telemarketer wanting more results from the same effort
- a sales manager wanting to get more sales from your team
- a sales director looking to build a high trust sales culture
- a business owner or entrepreneur selling your idea to investors
- a coach, trainer or consultant selling yourself and your skills
- a service professional like accountant, lawyer or human resources (HR) professional
- looking to go into sales and want to start with proven best practices.

So let me be clear: it is possible to make more sales, with less effort and build stronger, deeper and more profitable relationships with your clients.

This Authority Guide will show you exactly how with the Dynamic Selling System™.

Before we dive into the content I wanted to share with you a statistic that really shocked me.

Bridge Group Inc. in the USA found that companies typically spend between \$10,000 and \$15,000 to hire a new salesperson, yet they typically invest less than \$2,000 per year training them to succeed.

That just blows my mind and makes me want to congratulate you on downloading or picking up this book to invest in yourself.

The greatest investment you can ever make, in my view, is to invest in yourself. I remember years ago being told by a speaker from stage that if you wanted to make more sales, then invest 10 per cent of everything you earn back in developing your sales skills. For the last 25 years I've been doing this and I can tell you that the return on this investment has been the highest of anything I've invested in, including businesses, people and property.

As I often say in my workshops – the more you learn the more you earn.

So if there is only one action you take from this book, and I hope there will be a lot more, then commit now to invest 10 per cent back in *your* personal development. After all, your future sales success depends on it.

Here's a quick overview of what you'll learn in the next few pages:

- Why this new trusted sales approach can triple your sales
- Why trust beats tips, tricks and tactics every time
- Why being in flow will help your sales to grow
- What the four dynamic selling energies are and how to spot them

- What buyers really look for in a trusted advisor versus a product pusher
- Who buys on new ideas, who buys on relationships, who buys when the time is right and who needs lots of detail to buy
- When the perfect time is to follow up for higher conversions
- When you can move forward at speed with a new client and when you need to go slow to secure the sale
- How to position yourself as *the* trusted advisor in your market
- How to structure your presentation for maximum positive impact with each of the four buyer energies
- How to generate more referrals from each type of buyer
- How to accelerate your sales results while working less hours

As you can see, we have plenty to get stuck into together, so let's jump right in and let me tell you a story about when I learned the ultimate sales lesson.

## Do you want to build more profitable relationships with your customers?

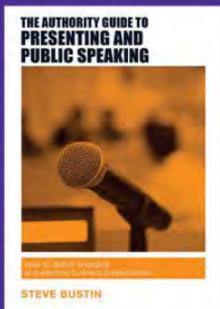
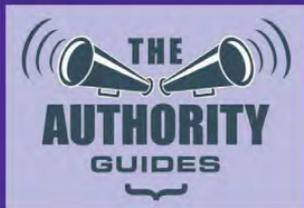
In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this Authority Guide, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.



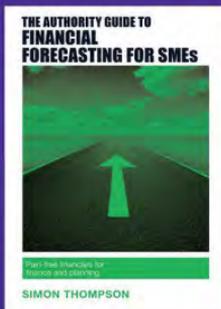
**"Today people buy from people in businesses that they like, connect with and trust. Paul shows you exactly how to recognise and respond to the different types of buyers in the way they want from a sales person. The results are powerful and profit generating!"**

Amanda Downs, sales growth expert

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



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Have you enjoyed what you've read so far of this Authority Guide?

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## **THE AUTHORITY GUIDE TO TRUSTED SELLING**



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**PAUL AVINS**

Available in paperback and ebook [here](#).

## THE AUTHORITY GUIDE TO TRUSTED SELLING

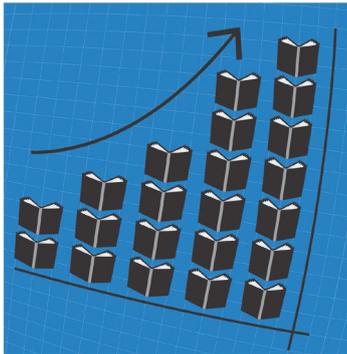


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## THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips  
from a book PR expert

**CHANTAL COOKE**

It's never too soon to start thinking about how to market and promote your book. In this Authority Guide, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

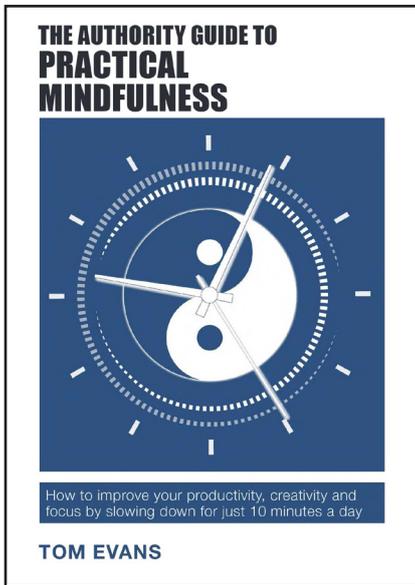
## THE AUTHORITY GUIDE TO PRESENTING AND PUBLIC SPEAKING



How to deliver engaging  
and effective business presentations

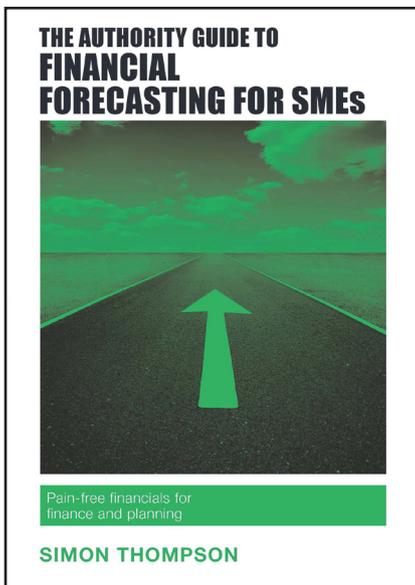
**STEVE BUSTIN**

Whether it's your first presentation or you're an experienced speaker, this Authority Guide will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

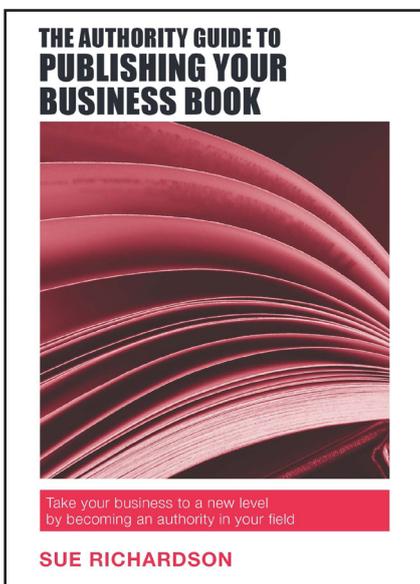


Enhance your wellbeing, creativity and vitality with mindfulness meditation.

In this Authority Guide, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.



In this Authority Guide, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.



Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This Authority Guide will help you to create a plan that ensures you write and publish the right book for your business.

**THE AUTHORITY GUIDE TO  
EMOTIONAL  
RESILIENCE IN BUSINESS**



Strategies to manage stress and  
weather storms in the workplace

**ROBIN HILLS**

The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This Authority Guide from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.

**New titles of the Authority  
Guides to come soon.**