

## Engineering the Sale

*To Engineer (v): "To skillfully or artfully arrange for a situation to occur."*

### Intended Outcome

***Enabling you and your team to outcompete in the marketplace.***

In his book "To Sell is Human," Daniel Pink argues that selling is a fundamental human activity that goes well beyond just selling products and services to external customers.

At XTRA MILE TRAINING and DEVELOPMENT we have created a unique, scientifically proven framework, which is based on our own background, experience and success. This enables our clients to do much more than simply listen for requirements that match feature / benefit matrices.

***Your participants will be exposed to, understand, and practice new ways to take care of your customers' fundamental human and business concerns. As an added value, learning to use a common lexicon will reduce internal coordination waste thereby lowering the time, energy and cost of future sales.***

### Intended Audience

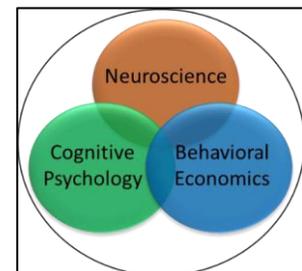
***Technical sales and business development professionals.***

Engineering the Sale is designed specifically for those who have a responsibility, an obligation to produce revenue through traditional sales and business development activities. In this ***advanced course*** we leverage distinctions from neuroeconomics to enable our "seasoned" participants to enhance their existing skills and sensibilities in new and more powerful ways. ***Our specific focus is increasing the perceived value of your offers, and your acceptance rate of those offers.***

### Our Unique Framework

We leverage "Neuroeconomics," the intersection of:

- **Neuroscience:** How the brain is organized and functions.
- **Cognitive Psychology:** Attention, memory and use of language.
- **Behavioral Economics:** Decision making under risk and uncertainty.



*This scientifically-proven framework leverages an understanding of the brain that has emerged in the last decade as a result of new brain scanning techniques.*

### Why this framework?

***Impressing our ideas through sheer will and persistence has been proven to produce limited results.***

Typical sales focuses on "what works" not "why it works."

This is not theory. We have personally used this framework and these concepts to produce \$Billions in sales, and process improvements, while building deep relationships and networks most essential to today's global business environment.

Our purpose in extending this body of work is to rebuild and restore the human-to-human relationship aspect in business-to-business transactions – ***"We put the H2H back into B2B (and B2G)."***

## Framework Origin

***Appropriating the works of accomplished thinkers for pragmatic situations.***

Our training materials cite many well-researched and proven theories from a variety of disciplines. However, we both started by learning fundamental, linguistic distinctions from our mentor-philosopher **Dr. Fernando Flores** in his **seminal collection of essays “Conversations for Action.”** Other works include:

- Biologists Drs. H. Maturana and F. Varela: “The Tree of Knowledge: Biological Basis of Human Understanding”
- Nobel Laureate, Dr. Daniel Kahneman: “Thinking Fast and Slow”
- Stanford Computer Scientist Dr. T. Winograd (with Dr. Flores): “Understanding Computers and Cognition”

## Proven Instructional Technique

***Feedback from Fortune 250 companies:***

- ***“Excellent class! Kept presentation interesting. Very relevant material.”***
- ***“Best, most useful [company] training I’ve taken so far.”***

## Overview of the Training Modules

***Our commitment; facilitation of quick embodiment of course material through pragmatic, hands on application. The goal; rapid application of new understanding in everyday business transactions.***

- Using the **five fundamental “Speech Acts”** required for every business transaction.
- Recognizing and interacting with each of the **four Prospect behavioral types.**
- Applying the **Principle of Marginal Utility** to craft more highly-valued offers.
- Listening to our Prospects’ Narratives and their **Denouement.**
- Understanding the **four attributes of Trust** required to Close.
- **Practical, Tailored, Group Exercises throughout.**

## Delivery Options

- 1 or 2-day seminar | or | Live, interactive, remote learning.
- Performance support webinars to enhance retention and accelerate skill acquisition.

## Products

- Participant manual / notetaking guide (Included).
- Textbook: “Conversations for Action” by Dr. Fernando Flores (Included).
- Customized app to support your frontline sales force and sales managers (Optional).

## Company Principals



Jeff Goldfinger  
Co-Founder / Trainer

Business Development, Capture Manager, Program Manager



David Bookout  
Co-Founder / Strategist

C-Suite Executive, Pragmatist, Serial Entrepreneur

*It’s far more important to know  
what person the disease has than  
what disease the person has.*  
- Hippocrates

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