



Josiane Chriqui Feigon

Selling to People with the Power to Buy

In today's B2B markets, as mergers and acquisitions continue to dominate corporate environments, more and more people are involved in the decision-making process, but fewer people have power to make a purchase decision. As the political landscape becomes more complex, the probability of selling to the wrong decision-maker is greater than ever.

Sell to People with the Power to Buy is a **favorite sales kick-off one-day program** that teaches salespeople how to identify the wrong people, navigate around them, locate the right people, and align with them to close the sale. It explores the shifting hierarchical power structures of today's corporations. It shows salespeople that Directors, Managers, and Consultants—whose titles may impress—are all too often No-Po's, gatekeepers with **No Power and No Potential**.

Sell to People with the Power to Buy is a fun, how-to session for any salesperson (or manager) who wants to increase their numbers. Josiane gets up close and personal by climbing inside salespeople's hearts, egos, minds, habits, and behaviors and exposing the truth while providing tactical solutions for breaking non-revenue producing habits.

Josiane Feigon is a pioneer, maverick, and visionary in the **Sales 2.0** community. A twenty-year veteran of the industry, Josiane is one of the world's leading experts on developing Sales teams and management talent. She provides consulting, coaching, and training solutions for hundreds of Fortune 500 companies whose global Sales organizations range from 20-800 salespeople. Clients such as **Agilent, Apple, Cisco, EMC, Genesys, Harte-Hanks, HP, Mercury, Microsoft, Oracle, and Verisign** consider her an invaluable part of their Sales strategies.

Client Endorsements

"Josiane is a fantastic presenter and exceptional facilitator! Her style is engaging and she creates a safe environment for learning."

**-Cathy Sidwell, Sales Director,
Microsoft**

"We've had a recurring theme on all our forecasts- our people were stuck with the No-Po's and nothing was closing. After our TeleSmart training, my team is much more cautious, strategic and confident about how to best align."

**-Tony Peccolo, Sales Director,
Agilent**