

Management Summary

Fabsales® is NEW, REVOLUTIONARY AND ACCREDITED

Conventional sales methods, are primarily based on historical knowledge, accumulated over the last 100+ years and condensed in various sales (solution) methodologies.

Sales systems based on historical knowledge are outdated and no longer relevant to the needs and demands of a very different world.

In the last 30 years, **a major shift has taken place**, in both the international market, as well as with prospective customers.

What are the modern challenges faced in the sales today?

- The customer has become the 'sales expert'. With the digitalization and globalization of society, (a recent development), the acquisition and sharing of information has become the norm. This means; customers are already prepared and knowledgeable about products, services and price positioning, before they are even approached by a sales team.
- The combination of a 'knowledge-based' society with globalization has altered the purchasing behavior of customers.
- Brain research can support this shift and has gained new insights into human thought processes and behavioral patterns: humans (like buyers) and their thinking and decision processes are recognized as 'complex systems'. Based on findings and the mechanisms of the Systems Theory, humans are mostly immune to external influence and rather driven by their own thinking and self-driven decisions.

How can Fabsales® bring your sales team to the next level?

Fabsales® combines scientific research with practical experience.

Fabsales® is based on Niklas Luhmann's social systems theory. We have integrated Luhmann's unique findings into the Fabsales® program, providing a brand new approach to selling. The research is translated by our team into real life sales situations and **using your own sales scenarios**, embedded in your very own servicing industries.

The scientific findings are the key to eliminating the often inconsistent results of good sales representatives, who are talented but lack knowledge to deliver every time. Fabsales® increases consistent performance of individuals and the whole team.

5 CORE ELEMENTS OF FABSALLES®

“A mind switch to a new sales approach for the 21st century.”

✓ **‘Systemic Sales’: The combination of research and experience.**

Coincidences do not exist! The scientific based research cuts out the element of unpredictability in the performance of the sales team. Through the combination of research with practical experience, a transformation in the mindset of the sales team takes place, resulting in deals being quickly closed and long term comebacks from a successful sale.

“An average salesman is reshaped into an outstanding sales performer.”

✓ **Personalization: The seminars will bear your own companies’ hallmarks.**

Strong identification of employees. Through our specific adaptation to your market, your employees and customers will embrace the process of change easily and apply the Fabsales® method in the future. Fabsales® brings hidden talents of employees to light and individuals’ strengths are identified helped to discover their own road to success which in turn makes the whole team more productive.

“The transformation from a sales person into ‘buying companions.”

✓ **Unique - Distinctive questioning techniques and a systemic sales method is used to discover the customer’s hidden needs and requirements.**

Through genuine dialogue and questioning of the customer, using the Fabsales® method, sales employees discover the actual needs of their customers instead of assumed needs. In the process, the customer identifies (accompanied by your sales employee), on a personal level, with their own purchase. A very strong position for customers to make a purchase. The customer feels in control of the buying situation, because they have identified their own need for the product themselves. Instead of the usual sales methods of customers ‘being told’ what they require, Fabsales® leads the customer to a self-driven sale.

The potential to sell more products and services with this method, as well as a sustainable relationship to the customer, increases dramatically. Fabsales® transforms the most complicated and demanding customers, into willing and satisfied customers looking forward to coming back and buying again.

“Instant success.”

✓ **Speed: The new sales method gains you valuable time.**

Learn today, start tomorrow! The simplicity of Fabsales®, with its effortless communication method, enables your sales staff to gain a successful outcome in only 2-3 days!

Additionally, team activities based on the Fabsales® framework, provide sustainable long term success for your sales department.

“Real expertise as a basis for success.”

✓ **Expert knowledge: 40 years of sales expertise, more than 40.000 sales situations and observation of over 800 sales professionals.**

Our sales knowledge in complex B2B and B2C business, spanning over many decades, will be the foundation for your sales success - We are speaking your language and living in your world!

For a detailed overview of Fabsales® and the services we provide, please go to:

www.fabianair.com

We look forward to a successful future partnership with you!

Yours sincerely



Günter Fischer