



INTEGRITY *Solutions*

BUILDING INTEGRITY INTO EVERY CUSTOMER EXPERIENCE

Agenda

Why Integrity Solutions is the right partner

How we can impact the business

Integrity Selling overview

Why the process works

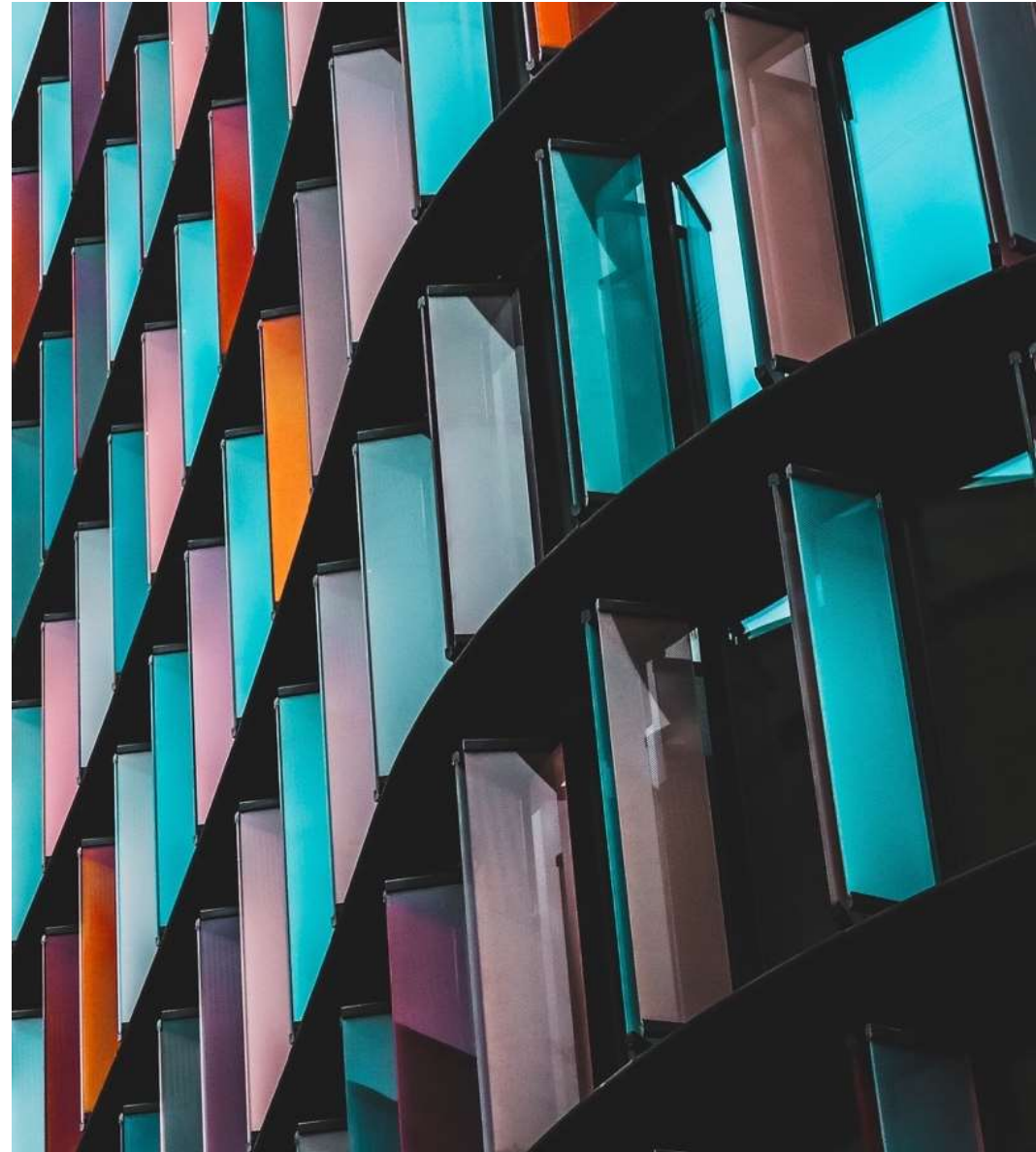
Q&A

Slide 2

JW2 Your Objectives to be Changed to RAH Objectives
Jennifer Walker, 4/1/2022

INTEGRITY *Solutions*

- 50+ years experience
- 3,000,000+ graduates from 130+ countries
- 25,000+ certified in-house facilitators



RAH objectives

Increase:

- Referrals
- Conversions
- Average Care Hours per Client
- Utilization of Caregiver availability



Slide 4

JW3 I would like to remove the "talking points". This audience is very different
Jennifer Walker, 4/1/2022



Delivering on Brand Value

Important Considerations

for engagement and adoption of a selling model – from the learners perspective

***“It fits me
and my style”***

Connects on a
personal level and
feels natural

***“I can apply
it without a lot
of effort”***

Simple

***“Fits how my
customer likes
to buy”***

Customer-centric

***“My manager
buys in and can
easily reinforce”***

Coaching application

***“Applies to my
situation and
challenges”***

Relevant

***“I believe
in the model’s
potential”***

Credible

***“It helps me
get improved
results”***

Proven ROI

Integrity Selling

Slide 7

JW4 Transition: this needs to be reworded, please see slide notes in BOLD
Jennifer Walker, 4/1/2022

Values & Ethics

1. Selling is a mutual exchange of value.
2. Selling is not something you do to people; it is something you do for and with them.
3. Developing trust and rapport precedes any selling activity.
4. Understanding customers' wants or needs always precedes an attempt to offer a solution.
5. Selling techniques must give way to values-driven principles.
6. Truth, respect and honesty provide the basis for long-term, loyal customer relationships.
7. Ethics and values contribute more to sales success than techniques or strategies.
8. Selling pressure is never exerted by the salesperson.
9. Negotiation is never a manipulation. It's a strategy to overcome problems when customers want to work them out.
10. Gaining commitment is a victory for the salesperson and the customer.

Slide 8

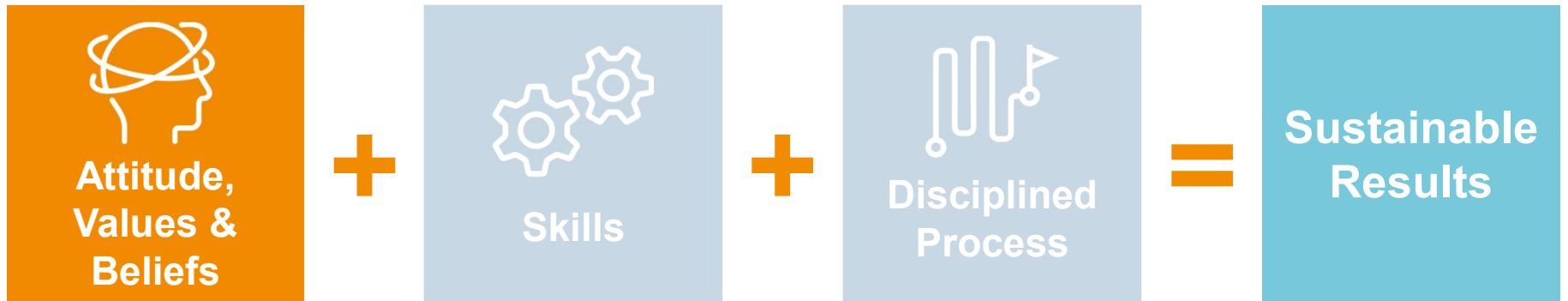
DH1 this would be good table activity
Donna Horrigan, 4/6/2022

Training Philosophy – 3 Keys to Success

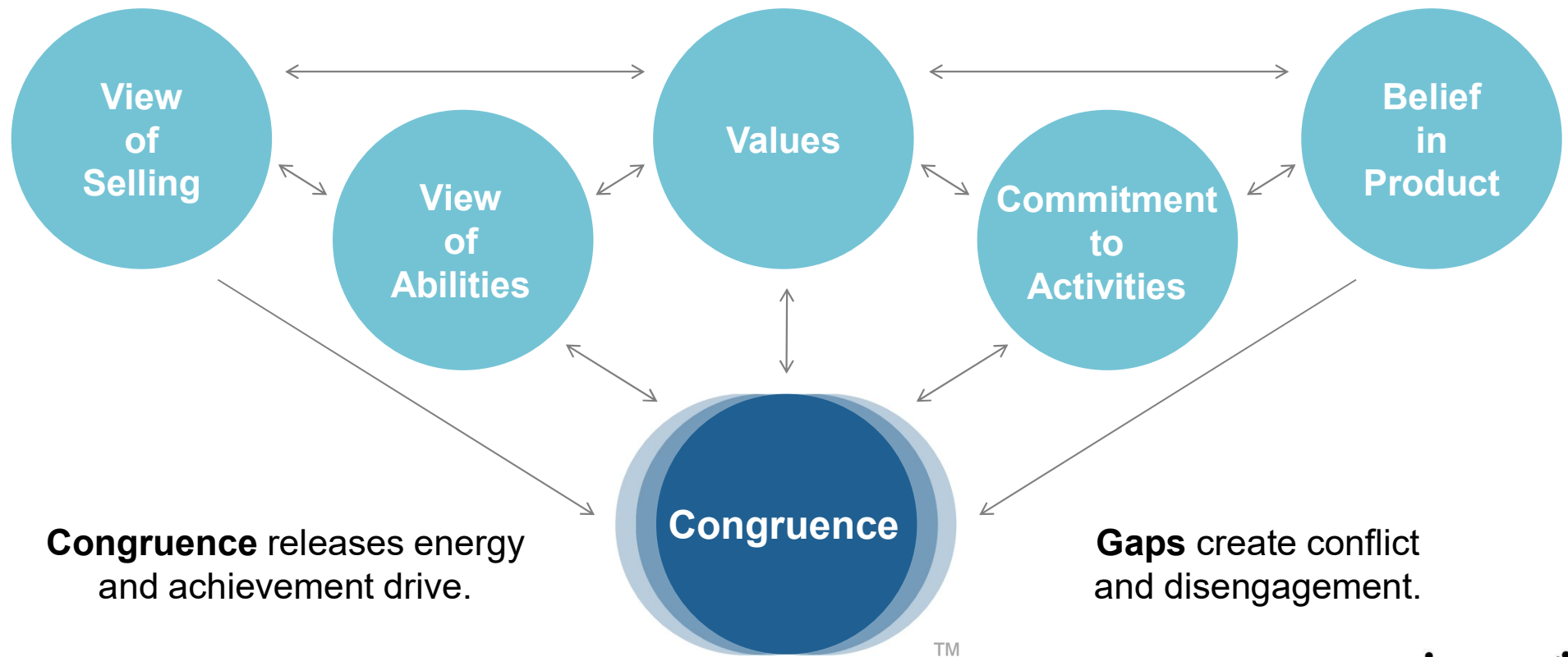


Slide 9

JW5 **Tranision wording suggesting in BOLD**
Jennifer Walker, 4/1/2022

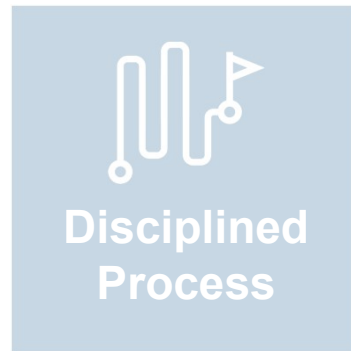
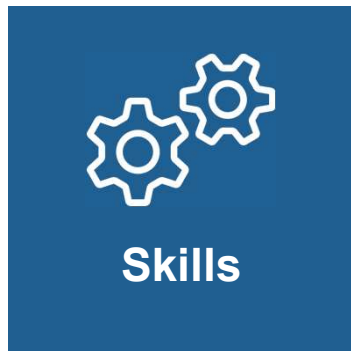


Aligning Mindset

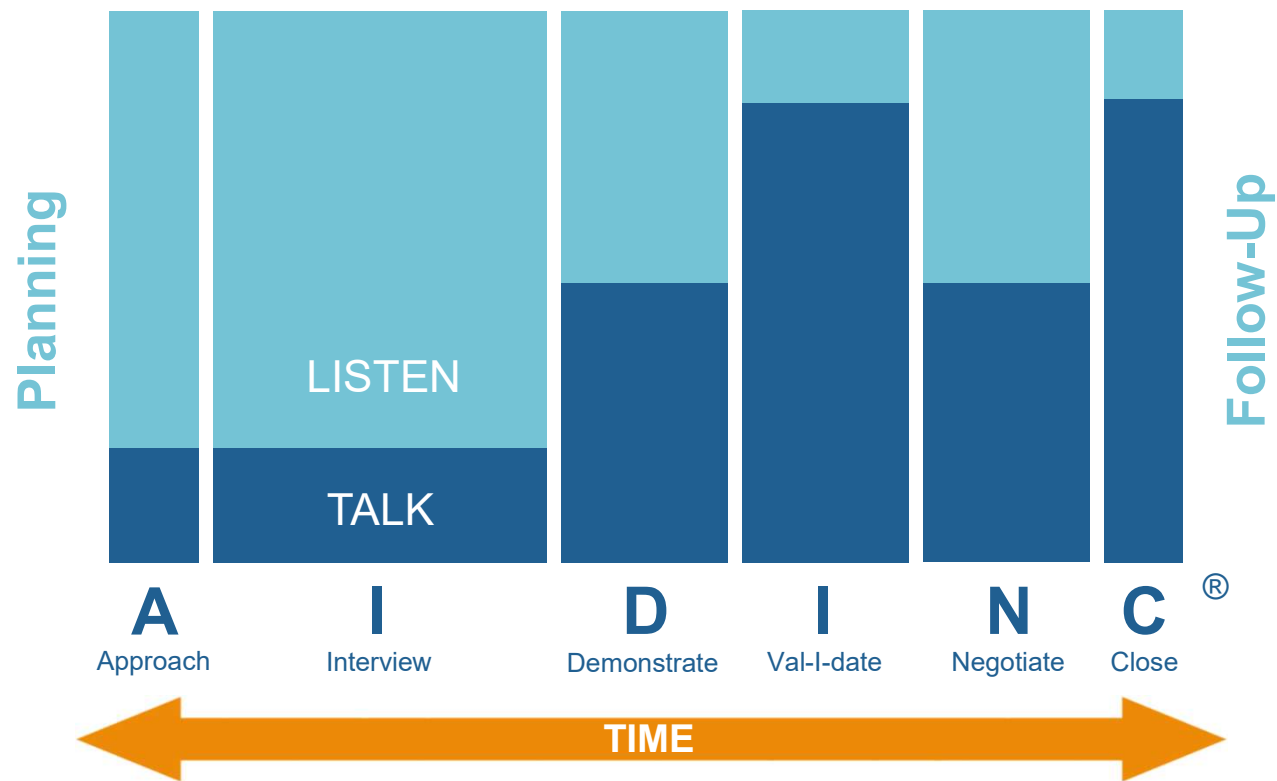


Slide 11

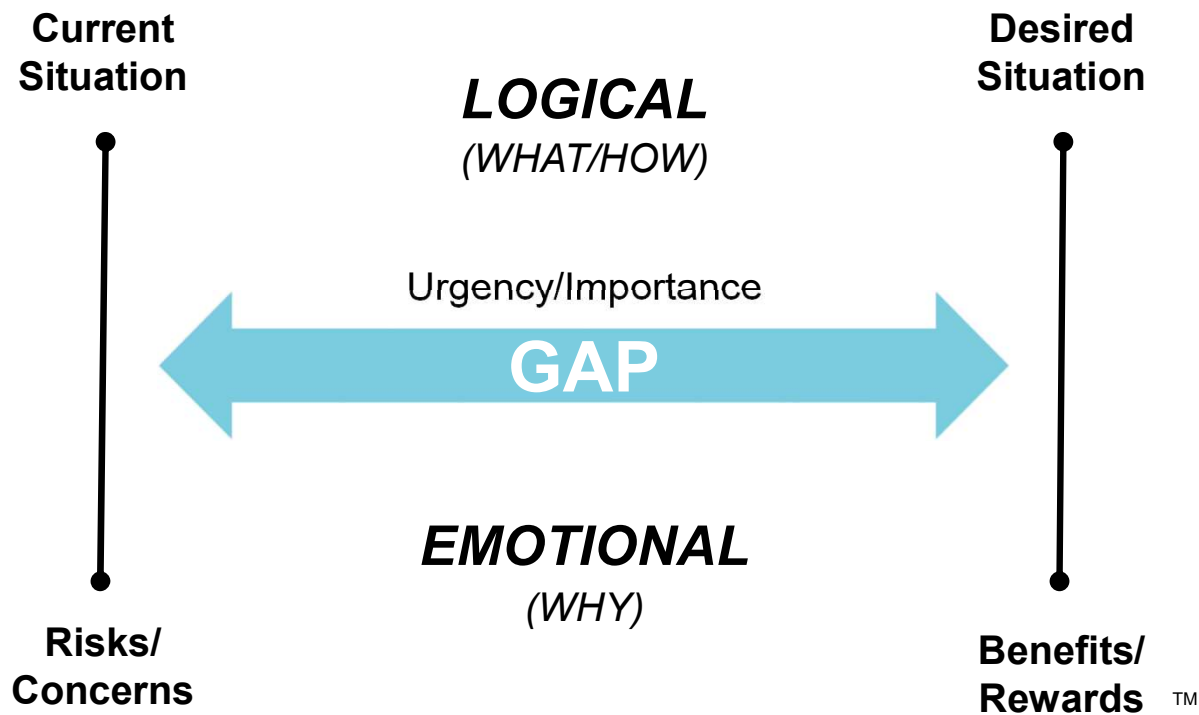
JW7 **Change for #3 in Bold**
Jennifer Walker, 4/1/2022



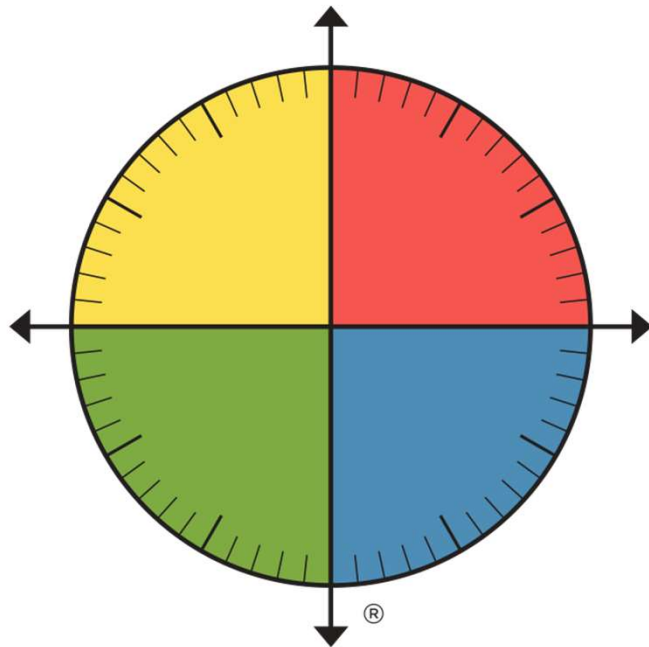
AID,Inc.® Conversation Framework



GAP Model™ for High-Impact Questions



Behavior Styles®

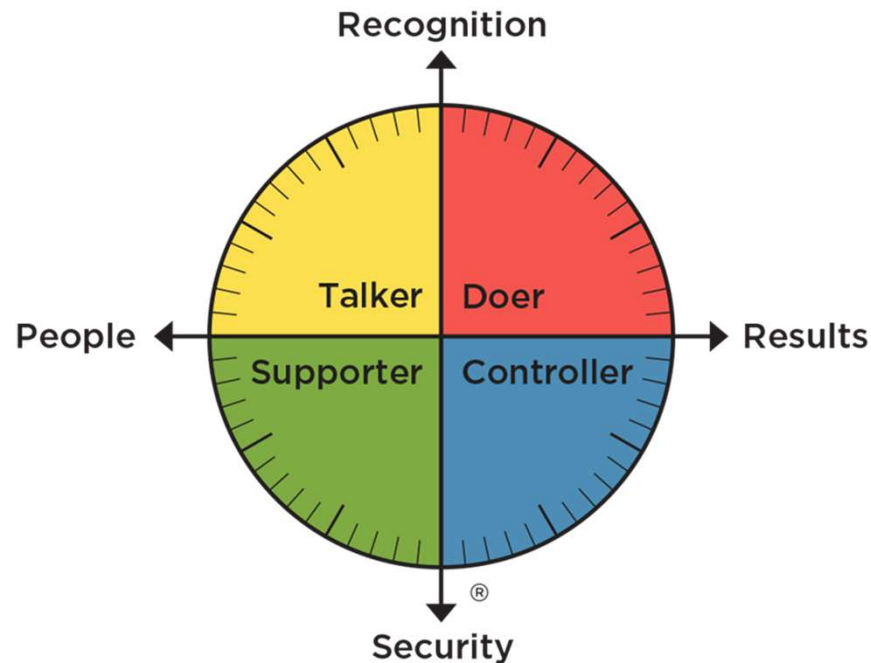


- Understand what drives our behavior
- Deepen relationships and build trust by adjusting how you communicate
- Establish a more valuable connection with the customer

Slide 15

- JW10** I would love to do this exercise if we have time!
Jennifer Walker, 4/1/2022
- JW11** Another Hand out to have prepared for each table!
Jennifer Walker, 4/1/2022

4 Corners Exercise



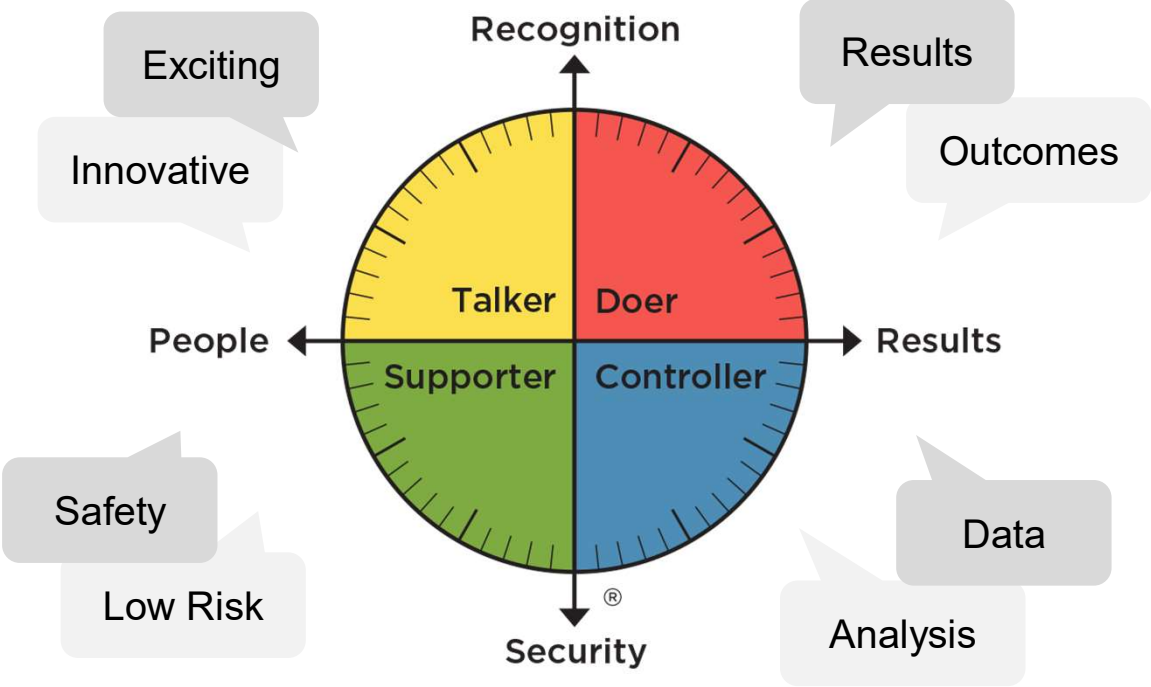
- Dos & Don'ts - Tips you want others to know on how best to communicate with your style
- What value does the opposite style bring to the team?
- Bumper Sticker or Theme Song that captures the essence of your style

Slide 16

JW15 I would love to do this exercise if we have time!
Jennifer Walker, 4/1/2022

JW16 Another Hand out to have prepared for each table!
Jennifer Walker, 4/1/2022

Honoring and Adapting



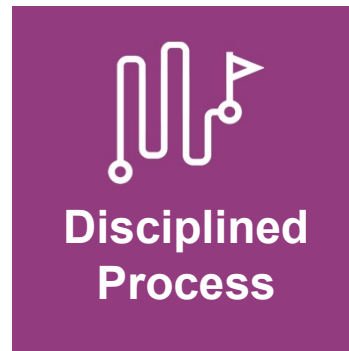
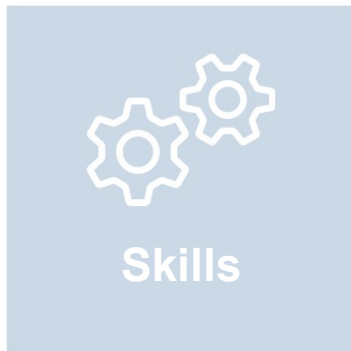
Slide 17

JW12 After the Behavior Styles exercise I would love to have people get up and move around. Talkers in one corner, Controllers across from them, and the same for the Supporters and Doers.

Jennifer Walker, 4/1/2022

JW13 They can then see who has an opposite style than them and encourage engagement with those that are across from them the remaining conference time

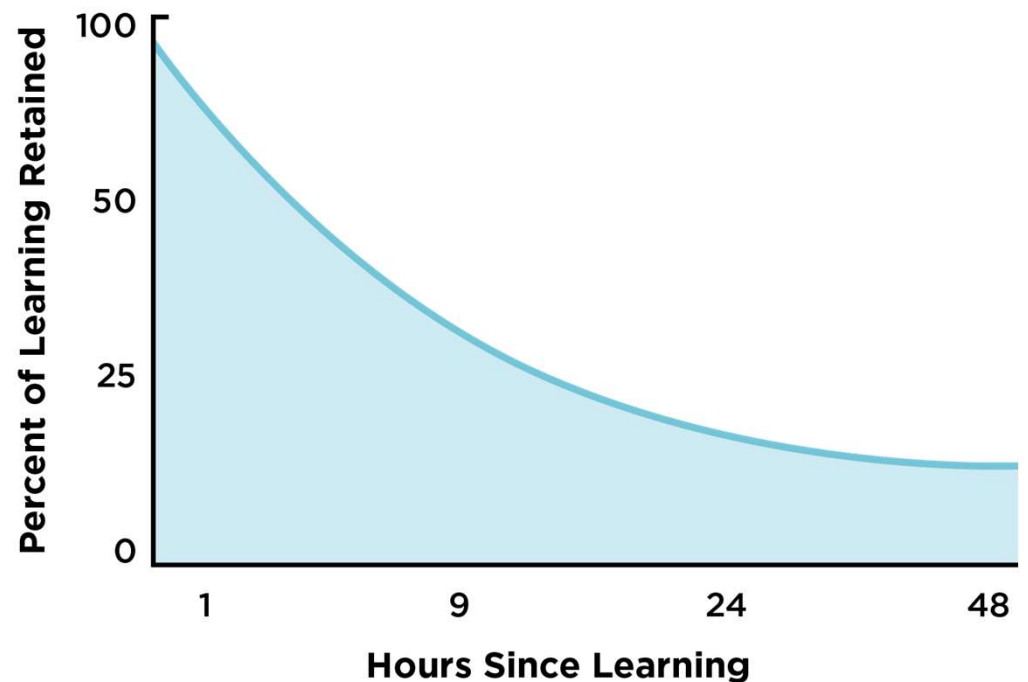
Jennifer Walker, 4/1/2022



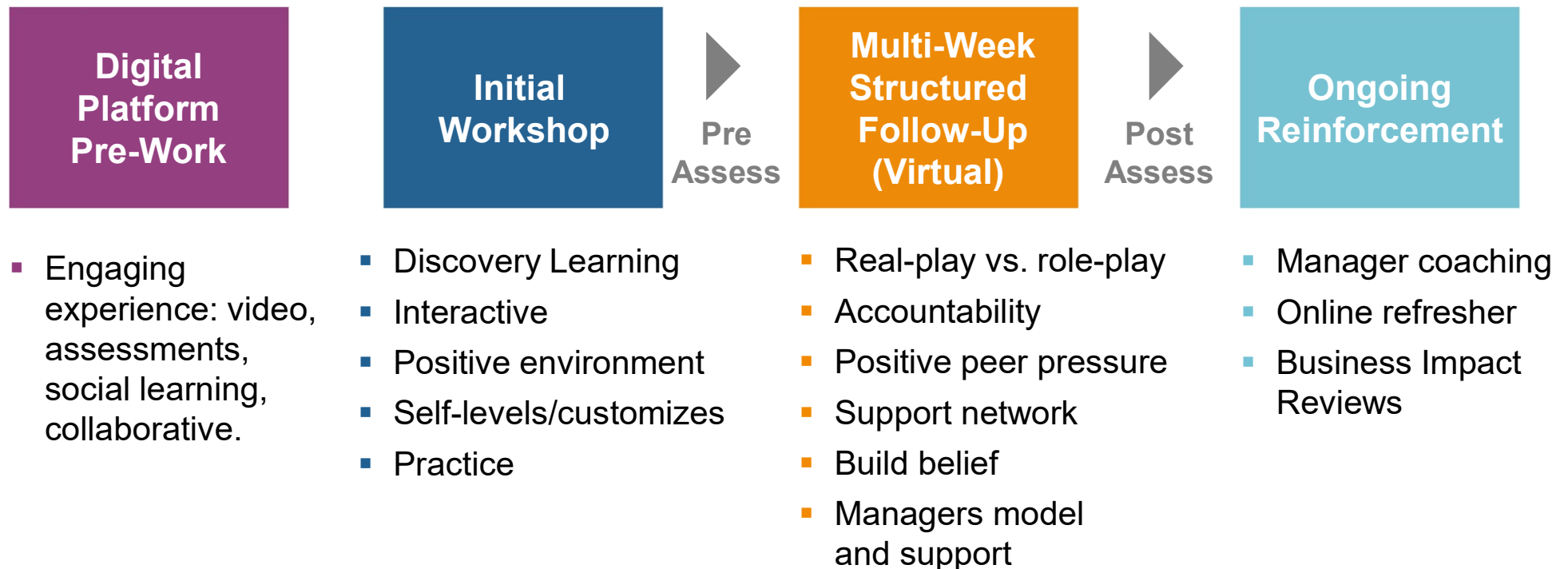
The Forgetting Curve

People **forget 75%** of the information they receive in a training event **within 48 hours** if they do not **immediately apply** what they learned and **receive coaching** or feedback.

— Research Ebbinghaus & Goddard Findings



Changing Performance vs. Giving Information



Digital Platform

Get Ready	Put it into Action	Success
		
START HERE!	PRACTICE MAKES PERFECT!	

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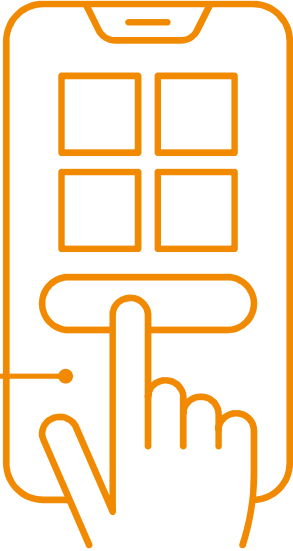
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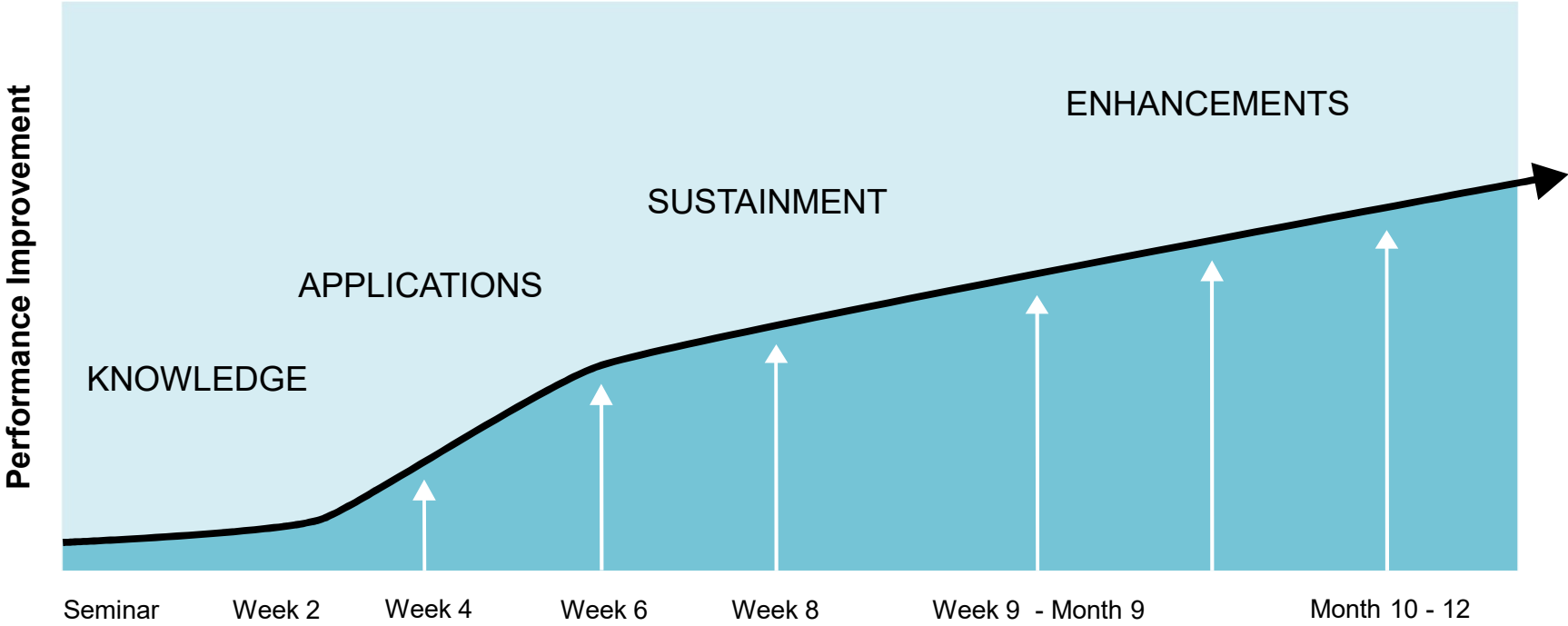
- Pre-Work
- Videos
- Activities
- Social Learning
- Quizzes
- Gamification
- Reports
- Reinforcement



Seamless mobile experience

Gamification drives positive competition and engagement

Sustaining Results



Training Philosophy – 3 Keys to Success



Impact

Based upon what you now know about the process...

How do you think it will impact your sales, customer loyalty, or personal growth?

What is your next action?



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The Power of Applying Integrity Selling



Questions

Thank *You*

Integrity Selling[®] Executive Briefing

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Slide 27

JW14 corrections in slide
Jennifer Walker, 4/1/2022