



SELLING WITH PURPOSE™

PROGRAM OVERVIEW

The **Selling With Purpose™** is an experiential customized learning experience designed to help commercially-oriented managers improve engagement and productivity, while fostering a positive and inclusive workplace culture. We help participants engage with employees and customers in a positive and inclusive way. In today's increasingly remote and diverse environment, sales leaders must learn to engage with employees and customers in a new way. This program will give them the technical knowledge, learning support, and framework they need. This program is designed with a purpose-driven approach and brain-friendly methodology to help participants improve at their own pace under a biopsychosocial, strengths-based, and inclusive framework.

TARGET AUDIENCE

The **Selling With Purpose™** program is for executives, managers and area leaders in any commercially oriented organization and/or team, looking to improve engagement, collaboration and productivity.

LEARNING OUTCOMES

At the end of this program, participants will be able to:

- Become aware and adapt to the salesmanship needs of an increasingly diverse customer base, using a framework that allows them to express their own values and purpose.
- Understand how to lead and inspire colleagues with a strong customer focus, representing their organization and brand values in an authentic goal-oriented manner.
- Align their own personal purpose at work, increasing their engagement by tapping into new emotional energies; enabling them to lead others with a similar purpose-driven approach.
- Recognize their own emotional styles in different situations, adopt new strategies to regulate their response, and improve their relationships at work.
- Understand key areas of their work life that affect their brain health to build new habits to improve their physical and mental well-being.
- Develop a comprehensive evaluation criteria that can help them track their progress.

OUR METHODOLOGY

Our diverse team of experts use scientific research, proven techniques, and the latest evidence-based trends to build our programs with three unique features:

- **Purpose-driven approach:** We help participants create an emotional connection at work, discovering new sources of engagement and productivity.
- **Brain-friendly methods:** Our methodology is science-based; we design our programs based on the latest discoveries from Neuroscience on how we learn and get motivated.
- **Diverse and inclusive framework:** We help participants learn how to face the challenges of working in a diverse environment, while fostering a positive and inclusive workplace culture.

LEARNING EXPERIENCE

The **Selling With Purpose™** program includes a 2-day group (4-12 participants) learning session followed by weekly individual sessions (8-12) to support participants in their own self discovery and skill development process. We conduct these sessions in a low-technology and non-judgmental, safe space to promote content assimilation, skill building, and introspection.

GROUP LEARNING SESSIONS

DAY 1 CORE CURRICULUM

During the first day of the group session we will review our core curriculum:

- **PURPOSE ALIGNMENT.** In this section, participants will understand the relevance and process to engage emotionally at work.
- **EMOTIONAL STYLES.** We help participants become more aware of their different emotional styles.
- **WELLNESS AREAS.** We help participants understand the importance, and learn simple ways of keeping their brain health.

DAY 2 SELLING SKILLS CURRICULUM

During the second day of the group session participants will learn specific leadership tools:

- **CUSTOMER FOCUS.** Learn to engage with customers in an authentic and effective way to address their needs.
- **PRODUCTIVE SALESMANSHIP.** Manage goals and develop new opportunities with a purpose-driven mindset, adding value to your organization and customers.
- **INCLUSIVE SALES.** Explore the challenges and learn how to manage a diverse sales team and customer environment in an open and inclusive way.

INDIVIDUAL LEARNING SESSIONS

These sessions are personalized one-hour weekly phone calls designed to support each participant in their own unique journey. These are self-discovery coaching sessions that foster the right environment to face the challenges of habit formation through individual learning curves.

OTHER BENEFITS

- We are a certified minority-owned business by the Canadian Gay and Lesbian Chamber of Commerce.
- Our coaches and consultants are certified by the International Coaching Federation.

To book an appointment or to learn about our different programs:

Call +1 416 366 3320

Email info@thehouseofpurpose.com

Visit thehouseofpurpose.com