

Words Are Capital



Build Better Business Relationships



The Open Channel System™

Establish Binding Connections with Customers and Prospects

Companies invest millions of dollars to teach sales and marketing personnel the sales process. Strategic selling, consultative selling, value-based selling, and others provide frameworks that establish standard methods for positioning and selling a company's products or services within their chosen market segments. Every framework includes building rapport as a key element. However, none of the frameworks gives sales and marketing personnel a toolkit they can use to build rapport with anyone, under any situation. The *Open Channel System™* fills that gap.

Selling Using the “Human Side”

Every Sale is a Person-to-Person Transaction

The *Open Channel System™* Connection

Webster's New World Dictionary defines rapport as “a close or sympathetic relationship; agreement; harmony”. In a single word, rapport is about trust. Prospects turn into customers because they, as individuals and as a group, trust the sales and marketing teams – and through them – your company. But how do you establish trust?

And once trust has been established, how do you continue to communicate new concepts quickly, and influence key decisions effectively? What is the process to efficiently persuade customers to purchase products and services and remain loyal – even when your product or service is under attack from competitors offering lower prices or lucrative discounts?

The *Open Channel System™* gives executives, sales and marketing personnel, just about anyone, the toolkit they need to quickly establish rapport with anyone, under almost any situation. Using our tools, they'll be able to:

- Communicate effectively using the customer's own language
- Rapidly get the inside information they'll need to forestall competitive threats
- Influence customer buying behavior and decision making
- Communicate unique concepts and new ideas effortlessly.

The *Open Channel System™* makes your team experts in the “human side” of sales. It will help your sales team sell more, to more loyal customers – one person at a time.

The *Open Channel System™* Benefits

- Increase sales
- Strengthen customer loyalty
- Reduce the time required to make a sale
- Make it easier to make repeat or add-on sales
- Beat the competition
- More effective cold calling

Evaluation and Consulting Services

Are your company's outbound communications optimized for your audience? Are your company's executives and sales personnel good communicators?

Our evaluation and custom consulting services can help you determine the effectiveness of your brochures, presentations and other material. We can also help evaluate the relationship building skills of job candidates or current staff.

CUSTOM SOLUTIONS

We'll design a program that is tailored to the unique needs of your organization. Module content can be customized to address specific situations, markets, or scenarios.

INTERACTIVE – “HANDS ON”

Our programs are highly interactive and include plenty of time for attendees to practice and become more comfortable with their new skills. Video, classroom exercises and lots of one-on-one attention are standard components in our sessions.

“TRAIN THE TRAINER”

Words Are Capital offers “Train the Trainer” solutions. We'll certify a select group of your personnel and provide the support they'll need – materials and consultation – for them to train others. Our “train the trainer” solutions make it easier to reach geographically dispersed sales forces in flexible time frames –at a lower cost.

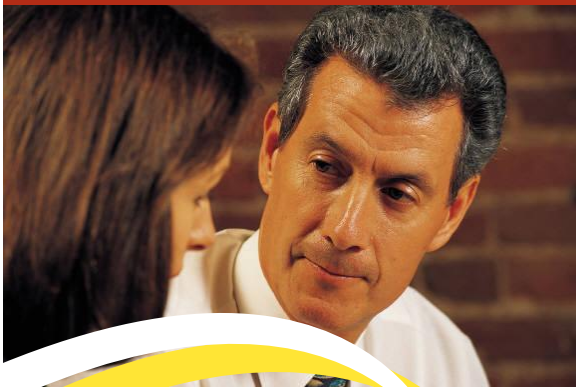


INSIDE THE OPEN CHANNEL SYSTEM™

The *Open Channel System™* is delivered in 4 days, in 2 seminars. It is comprised of five modules. They are:

Module	What You'll Learn
A Communications Primer	<ol style="list-style-type: none">1. Right/Left Brain functions and the power of communicating with the right brain2. How people learn3. The importance of understanding how people learn4. The best method for presenting your product or service based on how your customer learns5. The best language to use for your customer based on how he/she learns6. To establish the beginnings of rapport
Becoming Aware	<ol style="list-style-type: none">7. To determine how a customer is relating to his/her environment at the moment8. To tailor communications to match the customer's immediate needs9. To make effective cold calls
Filling the Information Gaps	<ol style="list-style-type: none">10. To recognize information gaps and deprived language11. To help the customer “fill in the gaps” while strengthening the interpersonal bond
The Art of Persuasion	<ol style="list-style-type: none">12. Syncing up with the customer to create and maintain an environment of trust13. Verbal and non-verbal tools for influencing buying behaviors and decision making
Master Communicator™	<ol style="list-style-type: none">14. Using metaphors and storytelling to introduce new concepts, handle objections, and defuse potentially negative situations15. To use the entire toolkit to build rapport, influence decision making and sell more16. To be a Master Communicator™

The Open Channel System™ turns cold calls into prospects, prospects into customers, and customers into loyal promoters of your product or service.



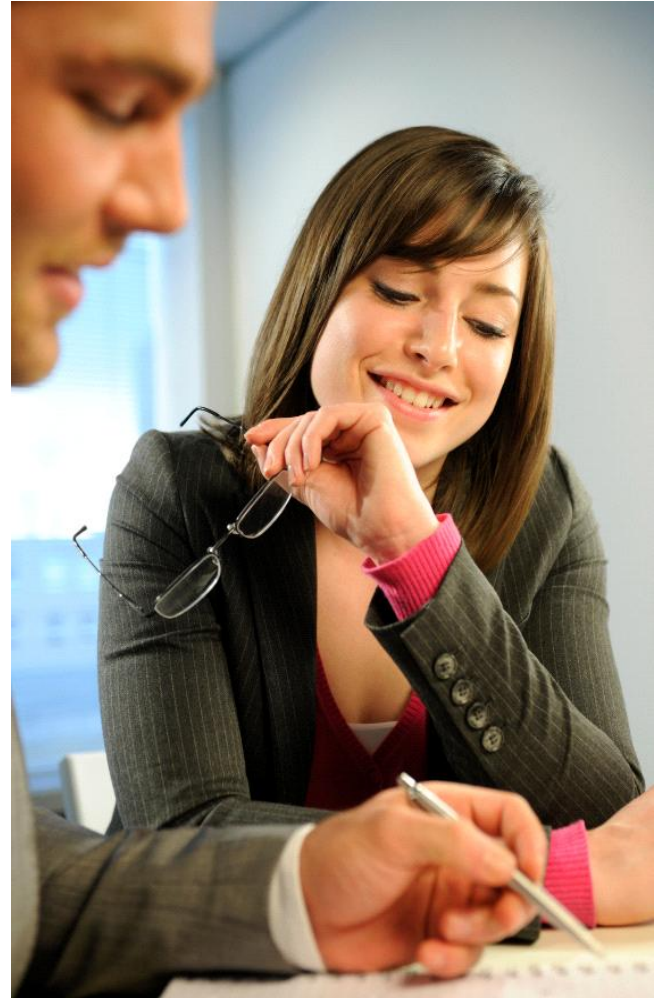
Words Are Capital – the Competitive Advantage

A defined sales process is important to the success of your company. The first step in any sales process is building rapport – trust – with customers and prospects. But how is rapport established? What are the steps required to build a relationship based on trust?

Words Are Capital will give your sales team the skills they need to build rapport – trust – with any customer or prospect, anytime. They'll be able to connect and communicate with customers – and colleagues – simply and effectively so you can leverage your investments in the sales process to:

- Increase sales
- Decrease cost of sales
- Strengthen customer loyalty
- Improve productivity
- *Beat the competition.*

Let us show you how we can turn your sales and marketing team into *Master Communicators™* in just 4 days.



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