

**A transformational sales program that changes how you think, connect, and grow your business.**

## THE VALUE THIS PROGRAM DELIVERS

- ✓ Build a healthy mindset around selling
- ✓ Create and maintain a full sales funnel
- ✓ Understand your customer's true needs
- ✓ Grow through word of mouth & customer advocacy
- ✓ Develop skills that build repeat business
  - ✓ Handle objections with ease
  - ✓ Clearly communicate your value

## WHAT PARTICIPANTS ARE SAYING

*"I've seen significant sales growth and consistent new customers acquisition through regular day to day conversation when it feels like I'm not even trying to sell to them!"*

*"Refreshing, Practical, Insightful, Focussed"*

*"Every module delivers and the learnings stay with you"*

*"I sell much more naturally, it doesn't feel like 'work' anymore!"*



**Savvas Leondas**  
Program Creator & Facilitator



# STOP SELLING LET PEOPLE BUY

**Unlock Your Natural Sales Style**  
**Selling Becomes Easy When You're You**  
**Let People Buy From the Real You**

A program that challenges traditional thinking and approaches creating a new mindset around selling and business development to achieve stronger **more sustainable results!**

"**Stop Selling, Let People Buy**" helps you use your existing skills — whether new or well-established — to create the right environment and customer experience to consistently **exceed your targets.**





# FOUNDATION MODULES: IGNITE CONVERSATIONS • GET RESULTS



## MODULE 1.

3  
SESSIONS

### Discovering Your Natural Sales Mindset

- Selling is a profession, an art and a science
- The Sustainable Sales Framework
- Embracing a healthy sales mindset
- Trust based selling
- Creating a customer-centric sales funnel
- The sales process simplified

## MODULE 2.

2  
SESSIONS

### Engaging Customers for Life

- Pinpoint your Ideal Customer Profile (ICP)
- The Customer Lifetime Value equation
- Triple your sales without investing more time
- The value of both relationship and transactional-based selling
- Discover your unique value & selling propositions

## MODULE 3.

2  
SESSIONS

### Powerful Meetings: Listen, Connect, Convert.

- What makes a powerful face to face meeting powerful?
- Eight critical steps to any successful meeting
- Getting the customer to buy from you (not your competitor) – Now!
- Leading indicators that guarantee a sale
- Recognise that people buy emotionally & justify logically

## MODULE 4.

2  
SESSIONS

### Their Why, Beneath the Buy

- Framework for understanding the true customer needs
- Understanding what customers want and why they want it
- What, when and how to ask the right questions
- Satisfying individual needs when faced with multiple stakeholders

## MODULE 5.

2  
SESSIONS

### Getting to 'YES'

- Principles for getting to 'YES'
- Determining when the customer is ready to buy
- Simply ask for the sale
- Eight practical strategies for getting to 'YES'
- Pro Bono work... should I be doing it, and if so how often?

## MODULE 6.

2  
SESSIONS

### Dealing with Customers that say 'NO'

- Understanding what drives a customer to say 'NO'
- The difference between a hesitation and an objection
- Proven process for navigating the customer saying 'NO'.
- Strategies for dealing with objections & hesitations
- Design personalised scripts to deal with the customer saying 'NO'.



# OPTIONAL MODULES: SALES ACCELERATORS



## Decoding the Buyer Mindset

Recognise your own communication and personality style and learn to adapt to others. Connect authentically by flexing language and behaviour to build instant rapport and trust.

## Navigating the Complex Sale

Navigate complex client environments with clarity and strategy. Learn to analyse decision dynamics, plan for multi-stakeholder engagement, and apply authentic influence to win and grow major accounts with confidence.

## Authentic Negotiation: Creating Mutual Value

Master the art and science of negotiation to achieve mutually beneficial outcomes. Build confidence, challenge limiting mindsets, develop strategies and tactics for long-term relationship success

## The Sales Engine: A Framework for Scalable Success

Map and optimise the customer journey to create a customer-centred, sustainable sales process. Build systems that align with your goals, strengthen accountability, and deliver lasting results through strategy and structure

## The Power of Advocacy: Building a Referral-Driven Business

Build consistent, high-quality lead generation through trusted relationships. Learn how to create advocates, and make word-of-mouth your most powerful sales tool

## The Power of Connection: Communication That Builds Trust

Your communication style shapes every relationship. Learn to communicate with authenticity and confidence, strengthen trust through active listening and presence, and navigate challenging conversations with clarity and empathy to build lasting professional connections.

## Partnerships for Growth

Develop channel, merger, and alliance strategies that create long-term, values-aligned growth. Identify ideal partners, evaluate opportunities, and design scalable frameworks that strengthen your market position and deliver sustainable success for all stakeholders.

## Presenting with Purpose: Engaging with Impact

Deliver powerful presentations that inspire confidence and drive action. Learn to structure your message with purpose, manage your presence, and connect through storytelling and clarity to achieve genuine audience impact.

# STOP PITCHING. START CONNECTING. LET PEOPLE SAY 'YES'.

## WORKSHOP DETAILS

- ✓ Session duration: 2.5-hours each
- ✓ Face-to-face or online
- ✓ Small groups or 1:1 sessions
- ✓ Design your own program: mix & match modules & program duration



To discuss options & determine next steps...

- 0418 47 2020
- savas@savasleondas.com
- www.savasleondas.com
- @savvas-leondas

WHO'S IT FOR?

Sales People  
Account Managers  
Team Managers  
Beginner to Intermediate

Executives  
Team Managers  
C-Suite executives  
Entrepreneurs  
SME Owners

Customer Experience  
Customer Service  
Call Centre staff

Anyone with a customer facing role  
Marketing, Finance, Admin, Operations



Mix & Match Modules



Ask about 1:1 or team programs



Create a bespoke program



## SAVVAS LEONDAS

### PROGRAM CREATOR AND FACILITATOR

Savvas Leondas is a highly experienced facilitator, coach, and mentor with over 30 years in organisational, professional, and personal development.

Drawing on deep commercial insight, he supports executives, managers, and entrepreneurs through growth and change using proven, practical strategies.

Known for his genuine care and ability to listen deeply, Savvas helps clients uncover insights that drive lasting, measurable results.



LET'S CONNECT