

WHY PEOPLE BUY



Greg Nanigian is an award-winning Sandler trainer, author, coach, and speaker. His columns on cutting-edge sales and business topics have appeared regularly in the Boston Business Journal. He has published over 50 articles on <http://ezinearticles.com>. Greg has authored the book "Why People Buy" published by Sandler Training. Sandler Training is the leading sales and sales management development firm. Harvard Business School has partnered with Sandler Training to incorporate the Sandler Methodology into their curriculum.

He has facilitated sales and sales management trainings all over the world. We are pleased to have Greg Nanigian speak about the same topic as the title of his book: WHY PEOPLE BUY.

His highly interactive, fun and educational talk will address selling challenges including price objections and "think it overs". You will discover specific wholesale changes to improve your closing ratio. You will also learn specific selling approaches and a process for qualifying faster. You'll learn that whoever is talking more in a selling situation is the person who is *not* in control. You'll learn seven systematic steps to sell more and sell more easily. You'll learn how to build credibility without "spilling your candy in the lobby"; in other words, how to build credibility without doing lots of free consulting. You'll be impressed, you'll laugh, and you'll learn how to make more money!

Here's what people are saying about Greg Nanigian:

I started with Greg six months ago and my confidence in selling improved to the point that I no longer say I am a CFO and only say Business Development. I get to no or close within a few meetings and no longer chase the maybe accounts. My sales have more than tripled and I could not recommend a better coach than Greg Nanigian. Cold Calls and Prospecting are no longer a challenge and have become part of my weekly routine.

Joe Warrino, CFO, Now Business Intelligence

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I took sales training with Greg for several years along with my salespeople. I kept investing time and money into it *because it worked*; there is always something new to learn with sales. Following Greg's system was *definitely* a key factor in my success. I recommend that all salespeople committed to success read this book and begin practicing the techniques and strategies it contains *today*.

Danny Munson

Former Founder, VP Sales & Marketing

CDS Business Mapping, LLC

Sold to CoreLogic for \$78 million (NYSE: CLGX)

I started with Greg Nanigian back in 1988. Not a day goes by that I do not use something Greg taught me. I built my entire career on top of his bedrock of vital business insights. 30 years later I sent my son to him. --John Fanning, Founding Chairman and CEO, napster Inc.

Participate in WHY PEOPLE BUY and learn a proven sales methodology that will help you to make more money and have more fun in sales. Participant in WHY PEOPLE BUY and get a copy of the book WHY PEOPLE BUY for free!