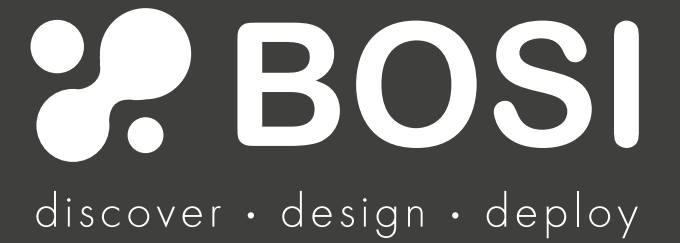
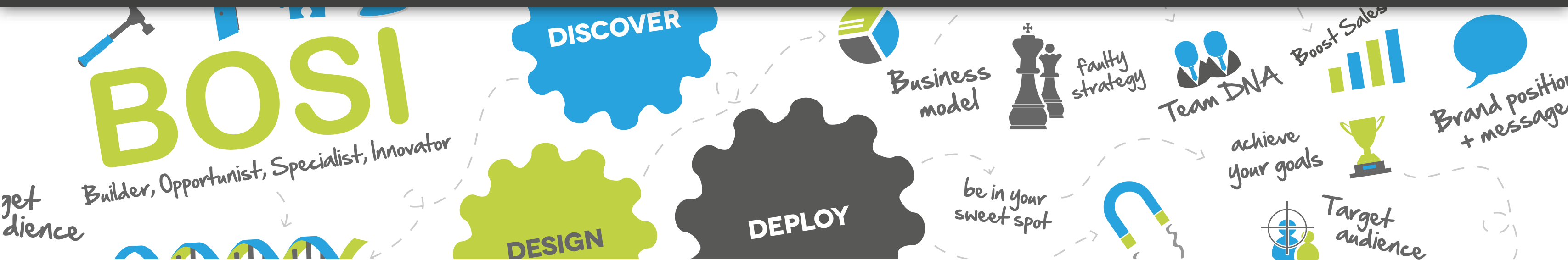


B-2-B SELLING 3D



A BREAKTHROUGH WAY TO SEGMENT AND ENGAGE SMALL BUSINESS OWNERS

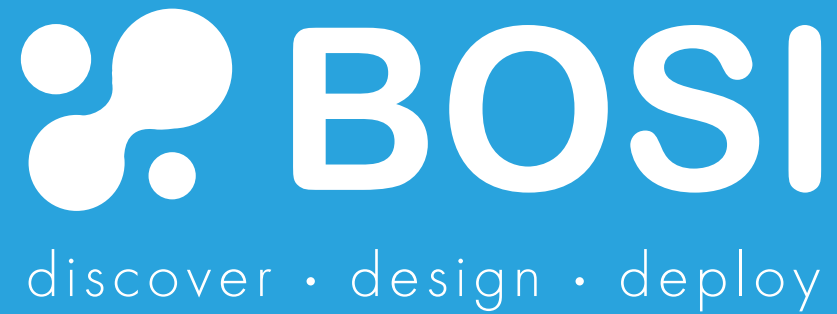


**“I LEARNED MORE IN THE FIRST 45 MINUTES
THAN I DID IN A WHOLE YEAR OF SALES
COACHING FROM OUR PREVIOUS PROVIDER”**

Linda Dao, Managing Director,
Chicagoland Chamber

**“THIS IS THE MOST RELEVANT SALES AND
COMMUNICATIONS TRAINING I
HAVE RECEIVED IN 20+ YEARS”**

Cynthia Kennedy,
Keller Williams Real Estate



**“I WALKED OUT OF THE PROGRAM,
APPLIED THE INSIGHT AND MADE MORE
MONEY. NUFF SAID!”**

Jeff Rosset
Director Sales & Marketing, MidwestHR

“ABSOLUTELY GAME-CHANGING”

Eric Plantenberg, CEO
Freedom Personal Development

ABOUT BOSI

A TRUSTED METHODOLOGY

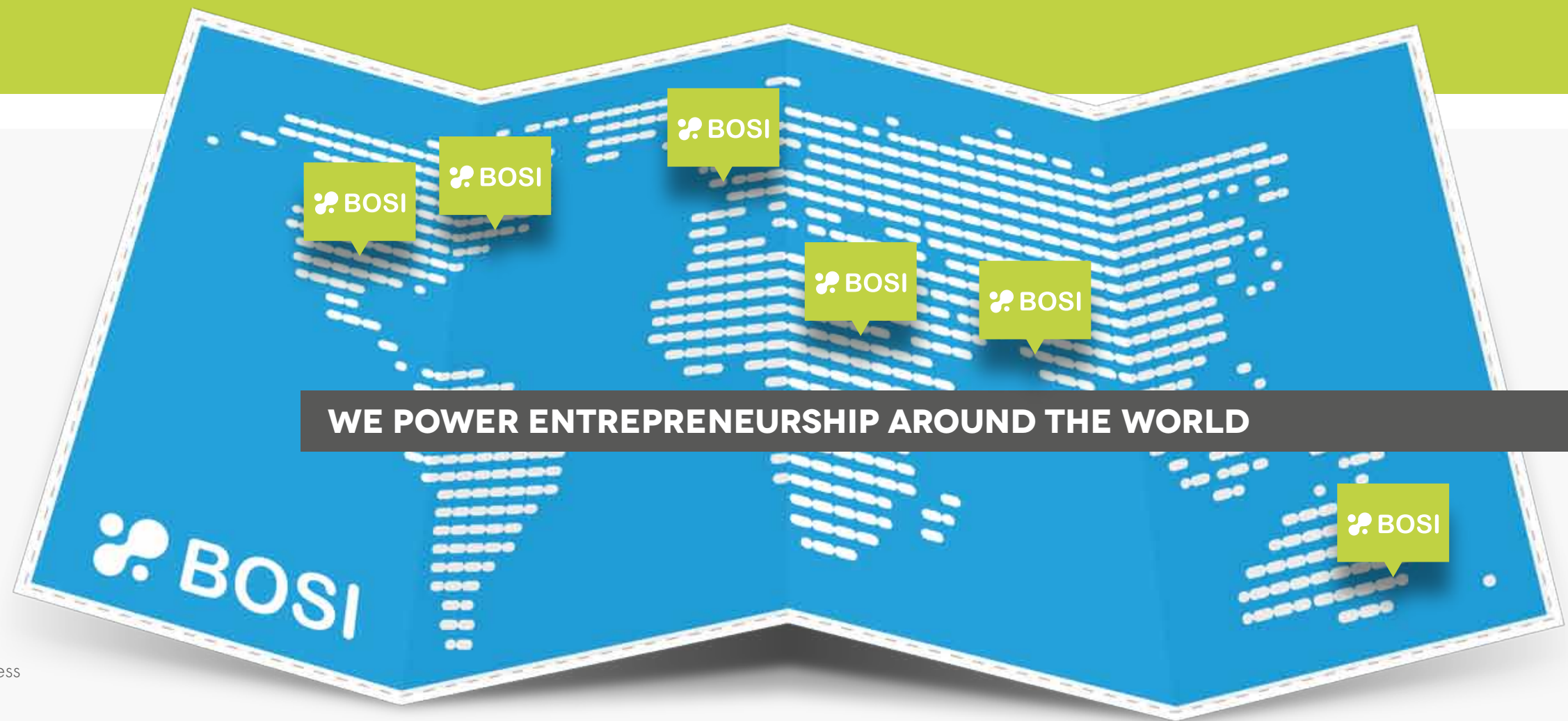
- Founded 2010 after multi-year research with entrepreneurial companies
- Segments business owners into 16 entrepreneurial categories
- Prescribes engagement strategy customized to each prospect's "DNA"
- 93% of sales professionals report better results

WE HELP CLIENT-FACING PROFESSIONALS...

- Decode the buying behavior of their target audience
- Engage prospects in ways they are more likely to respond
- Close more new business and generate quality referrals

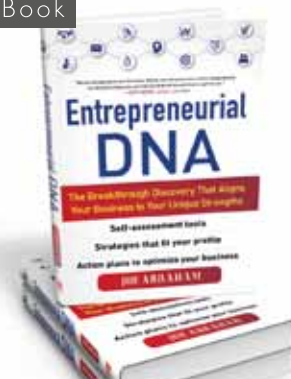
KEY DIFFERENTIATORS

- **BREAKTHROUGH:** Recognized as a game-changing methodology
- **AUTHENTIC:** We wrote the book on entrepreneurial behavior
- **RELEVANT:** It's about connecting and engaging people - not about process
- **EFFICIENT:** 3-hour program is all most teams need



ENTREPRENEURIAL DNA: THE BOOK THAT STARTED THE REVOLUTION

Our Book



“NOT ALL ENTREPRENEURS ARE THE SAME.

Neither are all businesses. In the engaging book, Joe Abraham helps you sort it all out and find the path that's right for you.

SETH GODIN, AUTHOR, LINCHPIN”

WE'RE IMPACTING...



...ENTREPRENEUR-FACING BRANDS
ACROSS THE ECO-SYSTEM

THE BOSI SELLING PROGRAM

AIMED AT HELPING
YOUR TEAM SELL MORE

DISCOVER

The BOSI Profile(s) of your sales team, target audience, best and worst customers

Marketing and sales strategy to
engage your ideal customer
and drive new business

DESIGN

DEPLOY

Access to sales mentors,
coaches and course alumni
for ongoing improvement

PUBLIC AND PRIVATE WORKSHOP OPTIONS AVAILABLE



YOU'LL LEARN, HAVE FUN AND LEAVE WITH A HIGH DEGREE OF CONFIDENCE AND SKILL



AGENDA

ARRIVE, MEET THE COHORT

SESSION 1 – DISCOVER

The BOSI Quadrant - and the needs, frustrations and mindset of the different types of business owners.

ENERGIZE AND REJUVENATE

SESSION 2 – DESIGN

The buying behavior and marketing triggers of each BOSI DNA Insight into how to sell to each BOSI DNA Identifying each participant's DNA - and who they are best suited to sell to Selling as a team - leveraging each other's DNA.

REJUVENATION AND Q&A

SESSION 3 – DEPLOY

SWOT + 3 actionable strategies to deploy today!

AFTER THE WORKSHOP

30 DAYS OF ACCESS TO BOSI CERTIFIED ADVISOR

(\$195 VALUE)

1-YEAR COMPLIMENTARY READMISSION

(\$395 VALUE)

**1-YEAR ACCESS TO PREMIUM SALES TRAINING CONTENT
ON BOSIDNA.COM**

(\$240 VALUE)

GET STARTED: CHECK THE BOSI SELLING PUBLIC WORKSHOP CALENDAR OR SCHEDULE A PRIVATE WORKSHOP FOR YOUR COMPANY



JUST \$395.00 PER PERSON

[BOSIDNA.COM/SELLING](https://bosidna.com/selling)