

1. What types of situation might suggest a need for *The X-Factor*?

There are three potential applications that we have found:

1. Prospects that are not prepared to go forward with a training initiative because they are unclear on what needs to happen or don't have the budget at this time.
2. Prospects and clients that want to create awareness and development plans prior to an *Integrity Selling*® launch.
3. Clients that are looking to provide a refresher for their team that will reinforce *Integrity Selling*® and build a plan of action for their salespeople and/or managers.

2. Is there a time when an X-Factor could be less “effective” at achieving the primary objective?

Yes. If management team participants don't have direct reports or lack insight into the current state of performance in the field, they will have a difficult time applying what they learn. In these cases we have had them partner with people who do have direct reports.

3. What does a Business Associate need to do to prepare to facilitate *The X-Factor* Workshop?

Your existing knowledge *Integrity Selling*® is all that is required in terms of content knowledge. A two (2) hour design briefing should complete the process.

4. What facilitator materials are required to conduct an X-Factor? Do we use any videos in the program? Posters or other visuals?

The X-Factor Workshops do not have a facilitator manual at this time, however the Power Points provide an in-depth guide to the design. (Select *Integrity Selling*® posters may also be utilized if desired.) There are no videos.

5. Can one facilitator effectively conduct the workshop? How will I need to partner with Integrity Solutions®?

The *The X-Factor* Workshop only requires one facilitator, but if there are more than 30 participants a second facilitator may be required. Integrity Solutions® will manage the PDP assessment process and is available to facilitate/co-facilitate as necessary.

6. What does a BA make on an X-Factor? What additional costs should a BA plan for?

The X-Factor licensing fees will be invoiced to BA's at wholesale, like the other materials (IS, IC, etc.). The fees for facilitation will be up to the BA and invoiced as other facilitation. The fee for Integrity's PDP Project Management will earn the BA a 20% commission. If the workshop is conducted by an Integrity Solutions staff facilitator, the BA will earn their appropriate discount schedule for utilizing our professional services (20%).



1. How is this workshop different from other sales meetings where sales and/or leadership challenges are discussed?

Both *The X-Factor in Selling for Salespeople* and *Sales Managers* are development planning workshops based on our intellectual property. It provides insight into our unique approach to performance improvement and allows for individual application and commitment based on the PDP Report results. Participants work on a Personal Development Journal (for Salespeople) or a Coaching Journal (Sales Managers) to build a post-workshop plan throughout the day. A follow up Sales Development tool with a prescriptive meeting guide concludes the workshop.

2. How is the Sales version different from the Sales Management version?

The *Sales* version focuses on how an individual can leverage their PDP Report scores (based on their Self Assessment and a Manager's Assessment) to develop themselves. The *Sales Management* version focuses on how a sales manager can coach/develop their sales team based on the aggregate PDP Report scores of a Top Performer and an Under Performer on their team (based on Manager and Self-Assessment). A high-low performer analysis is also included.

3. Are there times when it is best...or less than ideal...to conduct this workshop?

The X-Factor is ideal for a sales or sales management team interested in improving sales performance. It can be part of a National/Regional Meeting or as a scheduled off-site event. A mixed group of business units is fine but placing them at different tables would be advisable for discussions related to processing and application activities.

4. Are there materials provided for the participants?

Yes. Each participant (sales or sales manager) receives one participant workbook and applicable PDP Report(s).

5. How much does it cost?

The X-Factor in Selling for Salespeople:

The retail licensing fee is \$195 per participant (plus facilitation fees and expenses). This includes one participant workbook and one PDP Report for each participant based on the results of their online assessment and manager's assessment. There is also a Project Management one time fee of \$750 for the PDP. All additional PDP's will be at the regular price of \$45 per.

The X-Factor in Selling for Sales Managers:

The retail licensing fee is \$245 per participant (plus facilitation fees and expenses). This includes one participant workbook and one PDP Report for each participant based on the results of their and their teams online assessments and manager's assessment. There is also a Project Management one time fee of \$750 for the PDP. All additional PDP's will be at the regular price of \$45 per.

6. What is the process for ordering and time for completion of workshop materials?

Once an order is submitted to corporate Integrity Solutions (not part of on-line ordering system), including number of participants and anticipated workshop date, you will be contacted with detailed instructions (and web link) regarding PDP deployment process and time-line for completion. Ideally, we ask for 30 days notice from time of order to compilation of PDP data and shipment of resulting reports and participant materials. Depending upon participant's responsiveness, the PDP can take up to 3 weeks to deploy and process.