

## CONTENT • LOGISTICS • TRANSITION

### 1. How does the “Updated” *Integrity Selling*® differ from the former version?

Content enhancements have been added to the material as well as repositioning of several models.

- ✓ **The Foundation**—A new initial session introduces all core models/concepts upon which the remaining sessions build (Values and Ethics, Sales Congruence Model™, AID, Inc.®, Behavior Styles®). The Foundation also includes a new section on Preparation.
- ✓ **The Interview Step** has been expanded and enhanced. It now includes a practical, real-life application exercise. In addition, we have moved the *Current vs. Desired Situation Gap Model* from the Follow-Up Sessions to the Interview Step in the Seminar.
- ✓ A more “robust” **Integrity Selling® Development Profile (ISDP)**, provides a personal assessment that evaluates the 18 dimensions critical for success. The ISDP will replace the Sales Skills Inventory.

The concepts and principles, as well as the interactive dynamics, of Integrity Selling® have *not* changed. We have expanded the Integrity Selling® experience while continuing to honor the process of experiential discovery learning.

### 2. How has the interactive process been enhanced?

In terms of overall philosophy, our goal was to include additional Socratic methodology (interactive discussion and gathering of information from the participants vs. pushing information out to them). We have added practical application and debrief of the concepts during the Seminar. This allows participants to leave the Seminar and proceed to the “real play” of the Follow-Up Sessions with a better idea of what “good” looks like.

### 3. Are there changes to the Facilitator Materials?

Yes—the Facilitator Manuals have been reformatted and now include facilitator notes and instructions on the “left” side with corresponding participant pages on the “right.” This new format allows facilitators to easily see and refer to the same information the participants are using. The PowerPoints are new and improved as are the video segments. Additional enhancements and changes include updated introduction pages in the Facilitator Manual, revised weekly Manager’s Coaching Meetings and six monthly Performance Accelerators have replaced the monthly Advanced Sales Meetings.

### 4. What has been changed in the Participant Materials?

The Integrity Selling® Participant manual includes:

- ✓ **Tab One:** Contains seven Seminar Sessions versus six Sessions in the former Integrity Selling® version (The Foundation Session was added).
- ✓ **Tab Two:** Contains the eight Follow-Up Sessions.
- ✓ **Tab Three:** Contains forms, assessments, and checklists introduced throughout the process as well as the Performance Accelerator Sessions (replacing The Advanced Sales Meetings).
- ✓ **Tab Four:** Contains “Coaching for Higher Performance”, (previously called Diagnostic and Prescription). This tab has been updated to reflect the Integrity Selling® Development Profile (ISDP).
- ✓ The updated narration on the **audio messages** reflects the updated content and includes audio clips from Integrity Selling® graduates.
- ✓ The **Pocket Guide** has been changed to a tri-fold format for easier use.
- ✓ The **Pre-Call/Post-Call forms** have been updated and incorporated into the Follow-Up Sessions activities focused on daily sales calls.

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**5. What has been eliminated from the Updated *Integrity Selling*® program?**

The *Integrity Selling for the 21st Century* book has become an optional component of the Updated program. The Integrity Selling® Facilitator's Manual/Resources will still contain instructions and a copy of the book for those who wish to continue utilizing the book in their programs.

As we make this transition, any clients that are current users of Integrity Selling® or any new clients contracted for Integrity Selling® will receive the *Integrity Selling for the 21st Century* books through 3/31/09.

*NOTE: If you wish to continue including the book after 3/31/09, it may be purchased as part of your order for a discounted price.*

**6. Does the Updated *Integrity Selling*® program contain new videos? What changes should I be aware of?**

The look and feel of the videos has been enhanced. We've eliminated the "anchors" and added many new client testimonials as well as new graphics, new introductions, and music. The videos are designed to present a short, targeted focus on specific topics and appear throughout the Seminar Sessions rather than only once per session. Segments featuring the original author of Integrity Selling®, Ron Willingham, are still included in the videos.

**7. Can the Updated *Integrity Selling*® program be "customized?"**

Yes—there are levels of customization from cosmetic branding to relevancy, which includes tailored sales aids and case studies. More extensive customization of audio, video, and content is also possible with pricing based on the scope of work.

**8. When will the Updated *Integrity Selling*® materials be available for shipment?**

The new Participant and Facilitator materials will be available as of December 1, 2008.

**9. How long will we be offering the old *Integrity Selling*® program?**

It will be available through June 30, 2009 for existing clients only. To ensure that we have inventory to meet your needs, we would appreciate receiving your estimates of the number of licensed participant materials by January 1, 2009.

**10. Will all facilitators need to be re-certified?**

Yes—there are several significant changes in the updated process. To facilitate the Updated Integrity Selling® (after June 30, 2009), current certified facilitators will need to be re-certified at one of our scheduled webinar sessions or, if they prefer, by attending our certification program in Scottsdale, Arizona.

**11. What is the re-certification process for *Integrity Selling*® Certified Facilitators?**

There are two options available for facilitators to re-certify:

- ✓ **Option 1:** Facilitators who have conducted Integrity Selling® since January 1, 2007 may participate in either a webinar re-certification or a live re-certification at Integrity Solutions® corporate training facility in Scottsdale, Arizona.
- ✓ **Option 2:** Facilitators who *have not* conducted Integrity Selling® since January 1, 2007—we strongly encourage participation in a re-certification at the corporate training facility in Scottsdale, Arizona.

*NOTE: Please refer to the Integrity Solutions® website: [www.IntegritySolutions.com/Certification/schedule.html](http://www.IntegritySolutions.com/Certification/schedule.html) for current certification and webinar dates.*

**CONTENT • LOGISTICS • TRANSITION****12. What will our facilitators have to pay to be re-certified?**

There is no “charge” for the re-certification process. If a client chooses to attend the 3 ½ day certification in Scottsdale, Arizona, as always, they will need to pay for their travel expenses. There may be an investment for select Facilitator Resources depending on the amount of Integrity Selling® Participant licenses purchased by your organization during 2007 and 2008.

**Channel Clients or Direct Clients**

A client will receive one new set of Facilitator Resources (including Facilitator Manual, DVD, PowerPoint, Poster Set) free of charge if 100 or more licenses have been purchased since January 1, 2007. We will also provide a 50% discount to those clients who have purchased 50–99 licenses since January 1, 2007, and a 25% discount to those who have purchased between 25–49 licenses since January 1, 2007.

**13. Can I mix old and new materials?**

Unfortunately, no. Due to the number of updates, content additions/changes and content repositioning, it would be impossible to conduct Integrity Selling® with mixed content for the participants. This also applies to any components such as video, audio, PowerPoints and posters.

**14. Who can I contact for any additional questions?**

Please contact your Integrity Solutions® Business Associate or VP of Client Development with any questions—or you may email the Integrity Solutions® team at [IntegritySellingHelp@IntegritySolutions.com](mailto:IntegritySellingHelp@IntegritySolutions.com).