

## Sales: An Ambassador of Possibilities

We claim that selling – the making and receiving of offers – is a fundamental concern for every human being. Yet sales conversations often produce automatic negative moods of skepticism and distrust. Furthermore, annual polling consistently ranks sales roles as some of the least trusted professions, thereby producing something of an identity crisis for many of us when in the act of “selling.”

What can we do to change this narrative?

Selling is not about using tips and techniques for persuasion or unethical manipulation. Rather it is about being **An Ambassador of Possibilities**, a person known for opening new possibilities for others. Being an Ambassador of Possibilities requires a cultivation of trust, an orchestration of moods, an understanding of fundamental human concerns and exquisite care in the management of commitments and relationships. Developing skills and sensibilities in these areas dramatically increases the ability to generate opportunities and close sales.

By reinterpreting what it means to sell, this program brings dignity and well-being into the life and practices of both the sales professional as well as everyday business conversation – the engineer selling a design solution to colleagues, the CEO selling a company’s mission and vision to employees, a lawyer selling a transaction’s negotiating tactic to a client. This is the ocean we explore and navigate in **Sales: An Ambassador of Possibilities**.

### Testimonials

*“I no longer feel the need to hedge, script or manage the outcome of my sales conversations. I now see this old way of coping with the unknown as antithetical to the sales process.”*

*“I directly attribute last year’s 80% revenue growth to my completion of the Ambassador of Possibilities program.”*

*“Over the past month, I have produced more sales from more clients and prospects in a shorter amount of time than any previous period.”*

### Delivery Team

The program is led by Dr. Fernando Flores and colleagues with broad, highly successful experience in sales, business development, philosophy and business. Formally trained as an engineer and philosopher, Dr. Flores is credited with developing a revolutionary theory of management and coordination based on a new understanding of language, conversation and moods.

Dr. Flores and his team now turn their attention to the reinvention of sales.

### Summary of Program Format

- Five-month duration
- Weekly 30- to 60-min reading assignments
- Weekly 2-hour group video conferences with the Delivery Team
- Up to three one-on-one mentoring calls per participant

Tuition: \$6,000 USD

Start Date: Tuesday, January 28, 2020

Video Conferences: Tuesdays, 07:30a PT thru Jun 30

For more information or to enroll:

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