

LXbD Presents, Andreas Boettcher with “Prescription-Based Selling”

Dr. Andreas Boettcher is recognized as a successful entrepreneur, sales expert, trainer of trainers, and empowering public speaker who has committed his life and career to make a real difference in sales organizations worldwide.

In 2007, he sold his multi-million-dollar wellness center start his second business from home, which exploded into a second multi-million-dollar business, with over 15,000 team members generating over \$1.2 million in sales per month in less than 12 months.



As the former director of sales for Peak Potentials Training, one of the largest business and personal development companies in the world, founded by best-selling author T. Harv Eker, Dr. Andreas led all aspects of sales, building a new million-dollar sales team from scratch and overseeing offers presented from the stage, including scripting. In addition to designing and scripting offers for his sales teams and trainers, Dr. Andreas has personally delivered over 1,000 high-level trainings and presentations, sharing the stage with best-selling authors such as Dr. Deepak Chopra, Tony Robbins, Mark Victor Hansen, Peter Diamandis, and Lisa Sasevich. He also worked with success expert Brian Tracy, serving as his master sales trainer.

His client list has included workshops and training for the NBA, NHL, MLB, and NFL in the areas of customizing the sales experience while building relationships that last regardless of the team’s performance. Dr. Andreas has also worked with The Cosmopolitan Resort and Casino of Las Vegas, helping them train their new 5,000 co-stars and management teams on topics such as leadership development, making it right, the art of guest engagement, and talent development, as well as new staff orientations and trainings. He’s also delivered his proven programs to financial industries, including Transamerica and Credit Union.

In addition to Dr. Andreas’ own business success, his trainings, programs, and services have generated well over \$30 million in gross sales and counting for his clients and audiences. He’s the author of *Prescription-Based Selling: How to Sell Without Being Salesy*, *Amplify Your Talk: How to Create and Deliver Presentations That Serve and Sell*, and *Making It Right: How to Turn Upset Customers into Raving Fans*.

However, it’s his trademark blend of unbridled drive, humility, and authenticity that keeps him in high demand as a motivational speaker and master trainer, empowering thousands both on-stage and off.



LX Overview

LX Name: “Prescription Based Selling: Diagnostic Sales Success for a New Era in Selling”

Why This LX Is Important: Selling in today’s environment has evolved into an era that requires sensitivity, understanding, and compassion—in other words: a diagnostic, customer-centered approach, addressing customers’ specific needs while connecting them to the solutions your organization provides. Unfortunately, too many organizations are winging their sales conversations and its results or using outdated scripts that sound too robotic, which only insult your customers. Instead, Prescription-Based Selling (PBS) is a breath of fresh air for your sales team. PBS is an empowering sales framework that allows your team to be themselves, yet it is structured enough so that customers recognize they are enjoying a consistent buying experience regardless of to whom they are speaking. Selling in today’s environment requires a “diagnostic” or “prescriptive” approach that spends more time listening through targeted questions that lead your customers to make a buying decision. No more endless excuses, objections, or stalls to derail your sales targets as your team will learn how to pre-empt known objections before they even come up much sooner before closing the sale. PBS is based on Socratic questioning that leads the customer to their own conclusion—one they cannot argue with and one that leads them through a pleasant buying experience whether in person, over the phone, or even via chat if necessary. The buying experience will now empower your team with an exceptional, confident, yet personable exchange that builds trust and long-term loyalty guaranteed to set you apart from the competition.

LX Length: 120 minutes, half-day, full-day, and two-day options available

LX Participants: Each session is designed for a maximum of 40 participants.

LX Overview: “Prescription-Based Selling” by Dr. Andreas Boettcher invites participants to begin their journey of exploring a new approach to selling without ever being sales-y or resorting to outdated approaches that increase objections, excuses, or stalls. The program, which his certified trainers facilitate, will provide employees and managers the proven diagnostic sales framework designed to eliminate the inconsistencies customers experience and replace it with a pleasant buying experience that is personable, memorable, and favorable for long-term loyalty/referrals.



LX Takeaways: This interactive learning experience is designed with the following outcomes for each participant:

1. How to gain trust and respect instantly with the perfect customers who have money to spend so that you only spend quality time with quality prospects
2. How to flip the arrow of “positioning” so you maintain authority and have the customer selling you on why you should work with them
3. How to “stretch the gap” thoroughly and properly so that the customer sees the problem clearly and you as the natural solution. This near psychic approach is like nothing you’ve ever seen before
4. How to obliterate objections, excuses, and stalls well in advance before you ever think of offering your solutions or making your recommendations
5. How to use powerful language patterns that create an unconscious desire for your products and services
6. How to recognize when to close and when you can’t, based on the words the customer uses even if all the buying signals are there
7. How to eliminate sales resistance with simple and powerful questions, turning your prospects into eager customers ready to buy more

Price (for a Certified Trainer): \$3,900 per session for up to 40 participants.