



Andy always...

**Delivers  
fresh ideas  
and powerful  
concepts  
that dazzle the  
audience.**

**Andy Gole - Owner of Bombadil**

**Author  
Consultant  
Strategic Growth Catalyst  
Sales Educator and Practitioner**

**Creator of:  
The Urgency® Based Selling System**

**Andy helps sales teams achieve exponential improvement by changing the way team members see themselves and the buyer/seller relationship.**

**Whatever your speaking needs....**

- **Radically transform your sales effort,**
- **Teach your team practical selling skills.**
- **Inspire, motivate your sales group.**

*“Andy is a very bright and driven individual who challenges himself to perform at his peak level every bit as much as he challenges others to do the same.”*

*“I want to let you know your seminar was a smash hit. Our attendees say they had more takeaways than from any previous speaker, including industry experts. Our managers are pumped up, ready to implement new selling ideas. The team is excited which is exactly what I wanted.”*

*“Your prep made a huge difference- talking to our managers and sales people in advance and going into the field on a sales call.”*

**What is Urgency Based Selling?**

Imagine you are facing a sales crisis – to survive, you need to dislodge entrenched incumbent suppliers for a very competitive product in a mature, or even declining, market. Andy developed the core ideas of the Urgency Based Selling system in the 1980's. He developed the “do or die” concept to create a sense of urgency in the prospect – a compelling reason to act now. Since 1995, Andy has offered his winning formula to variety of companies and industries.

Do you feel impotent because the sales force doesn't create a sense of urgency, a compelling need to act now? The result is inadequate closing ratios and longer selling cycles.

To implement Urgency Based Selling typically involves a 3 part paradigm shift:

- 1) Selling values – from social selling to business selling
- 2) Method – the standard sales call, to overcome the 3 fatal flaws in selling
- 3) Vision – a bold vision to match the bold behavior.

**URGENCY BASED SELLING®**



*“Andy showed us an easy way for getting “engagement” with the prospect, which had an immediate positive impact on my getting more appointments and closing more sales.”*

*“Andy moved us from an interest based selling method to an urgency based selling method. We are expecting to double our advertising sales to pharmaceuticals next year as a result of his methods.”*

**Andy’s “must have” show stopper talks include:**

**The Crisis in Relationship Formation**

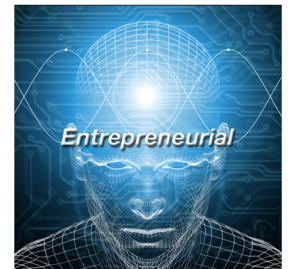
- Is your existing referral network productive/optimized?
- The “do or die” principle applied to relationship forming.
- How to form a relationship – the thresholds you must cross.
- Why “relationship salespeople” usually are not.
- How to generate serious leads.
- How to avoid the crippling paradoxes that prevent relationship formation.



*Shatter the myths that destroy sales!*

**Crisis in Sales Leadership**

1. What causes the crisis – selling fundamentals
  - a) values
  - b) selling tools
  - c) selling process
2. What good selling looks like – case history
3. The challenges in sales leadership
  - a) why sales managers don’t lead
  - b) 4 qualities they need



**Why you need hybrid Entrepreneurs**

So many companies fatally try to hire entrepreneurial salespeople. They fail, because there aren’t enough to go around. What they should seek is: the hybrid entrepreneur. With the right ethos, sales tools and sales process, they get entrepreneurial outcomes.



**Andy can tailor his talk to your need.**