

I BUILT THIS FOR YOU!

I really want you to join the fall cohort of my Human-to-Human Sales Acumen® Bootcamp!

We'll dig DEEP into each skill, and you can put what you learn every week into practice immediately in your sales motion.

Close out the year STRONG!!

- Six weeks, 90 minutes each week, starts Sept 8, 2026
- Inaugural cohort: \$1,050 fee (next cohort, \$1,500 fee)
- Selective admission - capped at 15 sales pros
- Applications are due by August 14th – rolling enrollment, though
- One/one call with me before bootcamp starts and after completion
- I'll even send you a copy of "Beat the Bots" – my love letter to sales pros and the origin story for all of this!



The H2H Sales Acumen® Bootcamp will help you:

- Improve qualification – end pipeline fiction
- Close deals faster – trust is the greatest accelerator
- Get more referrals & repeat business
- Unstick deals in your pipeline & prevent them in future
- Supersize your deals- buyers give you more opportunities (cross-sell, upsell)
- CONSISTENTLY hit your number – 3 out of 4 B2B sales professionals don't
- Win fast and lose fast so you can win bigger, better, and more while creating customers for life



MAKE SURE YOU CLOSE THE YEAR OUT STRONG!

Apply to the H2H Sales Acumen® Bootcamp Now!

- Live-Virtual, Six weeks, one 90-minute session/week. Thursdays 11 am CDT starting Sept 3rd
- Apply to join the FIRST cohort in the Fall at the *reduced fee, just \$1,050*
- Capped at 15 sales professionals – Hard to be H2H with more than that!

Scan to learn more and Apply. Applications due by August 14th



www.ldkadvisory.com/h2hsalesacumen

Want more details? DM me, I'll get you on my calendar.

If you haven't already...

Take my Human-to-Human Sales Acumen® assessment to see how sharp your H2H sales skills are.

Drop “H2H” in the chat and I’ll send you the link.

**Go to my new YouTube channel for all the replays
@AnitaNielsenH2H**

Make sure to subscribe to stay in the loop with what I am up to! You know I’ve always got something to say...



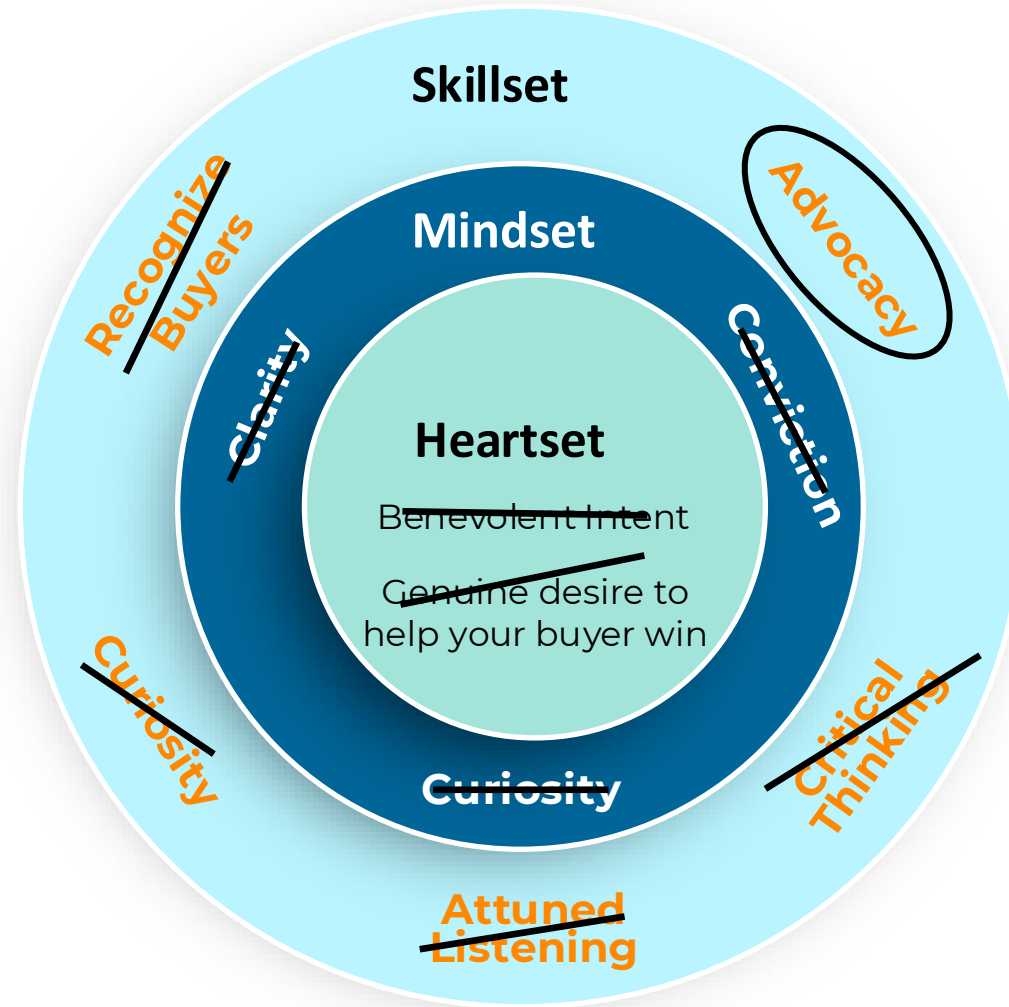


July 16, 2026

The **Human-to-Human Sales Acumen®** LinkedIn
Live Series

Live #6:
Advocacy & Influence

Human-to-Human Sales Acumen®



Advocacy is adopting your buyer's success as your own.

It's what you do to **help them win** that was **not required** of you and certainly **not expected** by them.

Advocacy earns you the right to **influence**.



Initially, Advocacy Looks Like...

- Sharing a highly relevant podcast with valuable insights they need
- Preparing them to shine in a meeting where you don't gain a thing from the outcome
- A stakeholder list based on your experience – save her from "gotchas" (i.e. drama)

None of this is required or expected and all of it benefits them



Experienced Sales Professional's Insight:

“I wouldn't take all three regions live at once. You should pilot the smallest region first, even if it costs you an extra quarter.”

- **Benevolent Intent – buyer's best interest**
- **Practical guidance**
- **Conviction backed by experience**

Seller One: During the First Meeting with Dana, the Buyer

**After some discovery, he uncovers the red flag in her thinking.
He says the thing.**

“I wouldn’t take all three regions live at once. You should pilot the smallest region first, even if it costs you an extra quarter.”



Side eye so valid.

I met you 15 min ago. You don't know my team. You don't know the constraints and risk. Why are you telling me what to do? WTF

GHOSTED



The Sales Pro with Sharp

Human-to-Human Sales Acumen®

Over three months and several meetings...

- Always responsive– quick and effective communication
- Shared some content –incl. relevant industry analyst guidance
- Shared data she requested and offered what she'd need next
- Volunteered to build a few slides for her internal meeting
- Put together the ROI for her meeting with the CFO

The Sales Pro with Sharp
Human-to-Human Sales Acumen®
Over three months and several meetings...

THEN..he says the thing.

**“I wouldn’t take all three regions live at once.
Pilot the smallest region first, even if it costs
you an extra quarter.”**



**Huh. I hadn't thought about
it that way.**

**What do you think we need
to do next, then?**



Same good guidance. Totally different outcomes.

Seller One: TOO SOON! No trust. Made him seem arrogant.

Seller Two: AFTER building trust over some time by doing not just what was required but going beyond the expectations.

He practiced **ADVOCACY**.

“What do you think we need to do next, then?”

Advocacy earns you the right to
influence.

In 2018...

Neil has my back and makes me look damn good. He won't let me fail on his watch. I always take his advice.

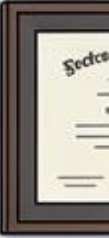


**Influence is something you exercise. You can't
execute it.
Only the buyer can.**

That's the evidence of influence.



**If you want my
business, partner with
Digicom. I need to work
with my rep there,
Hayley Adams.**



**When you consistently advocate for your buyers,
you create **customers for life**.**

**Customers for life don't just buy from you. They
won't want to buy without you.**

**At some point, you'll find that your advocacy of your
customers turns them into **huge advocates for your
success**.**



Series Recap

- It starts with heartset: benevolent intent, a genuine desire to help your buyer win
- Mindset is how a future-ready seller thinks: curiosity, clarity, conviction
- The skills: recognizing buyers, curiosity + attuned listening, critical thinking, advocacy
- The skills earn you the right to influence – and influence creates customers for life
- All six sessions on YouTube: @AnitaNielsenH2H

If a machine can do it, a machine will do it.

Human-to-Human Sales Acumen[®] is what it can't

The H2H Sales Acumen® Bootcamp will help you:

- Improve qualification – end pipeline fiction
- Close deals faster – trust is the greatest accelerator
- Get more referrals & repeat business
- Unstick deals in your pipeline & prevent them in future
- Supersize your deals- buyers give you more opportunities (cross-sell, upsell)
- CONSISTENTLY hit your number – 3 out of 4 B2B sales professionals don't
- Win fast and lose fast so you can win bigger, better, and more while creating customers for life



MAKE SURE YOU CLOSE THE YEAR OUT STRONG!

Apply to the H2H Sales Acumen® Bootcamp Now!

- Live-Virtual, Six weeks, one 90-minute session/week. Thursdays 11 am CDT starting Sept 3rd
- Apply to join the FIRST cohort in the Fall at the *reduced fee, just \$1,000*
- Capped at 15 sales professionals – Hard to be H2H with more than that!

Scan to learn more and Apply. Applications due by August 14th



www.ldkadvisory.com/h2hsalesacumen

Want more details? DM me, I'll get you on my calendar.