

There is one skillset that separates future-ready sales professionals from those doomed to be future-obsolete...

HUMAN-TO-HUMAN SALES ACUMEN™





AI is reshaping sales by taking over more and more tasks that don't require a human touch.

This means sales pros will have additional time to be more, well...**HUMAN**.

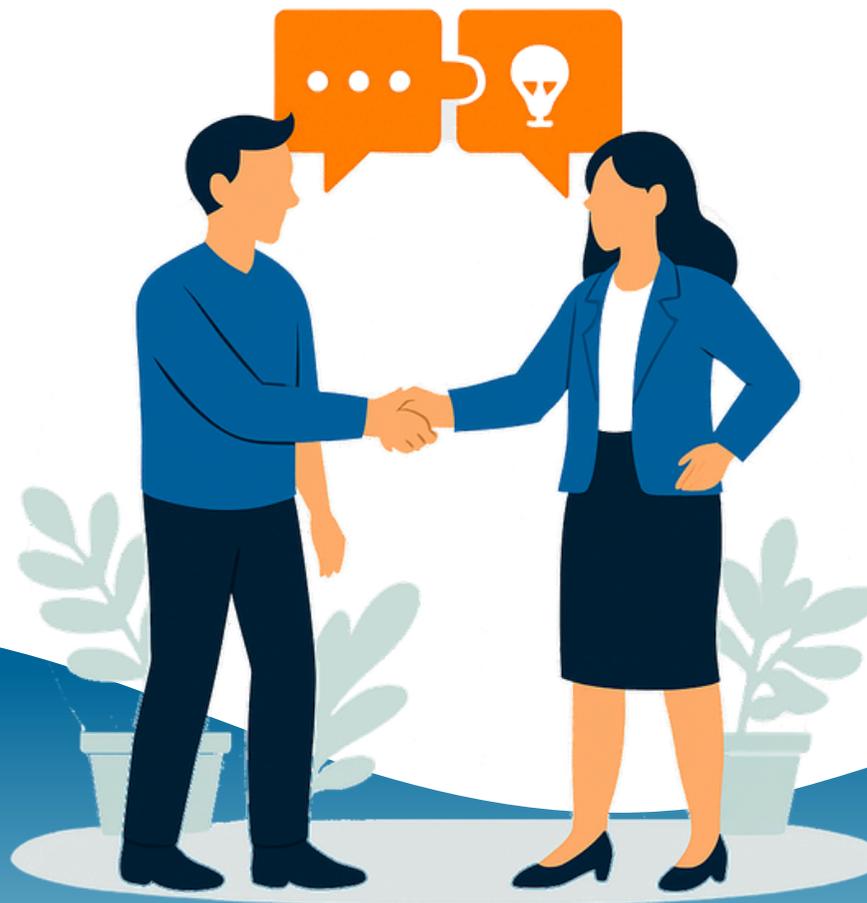
Sales Professionals need to master the skills that **machines can't do**.

The things that make us human.



Upskilling sales professionals
to develop their
human-to-human sales acumen™
needs to be a top priority for
sales leaders right now.

But what skills are the foundation of
human-to-human sales acumen?



We're glad you asked.
Keep swiping to find out.



H2H Sales Acumen Skill™ #1

Curiosity.

Genuine curiosity shows a buyer that the sales professional cares enough to learn about them and that they matter.

Using high-impact questions is a powerful way to demonstrate curiosity and how much you want to understand the buyer's world.



Attuned Listening

H2H Sales
Acumen™
Skill #2

Attuned Listening means truly hearing what the buyer is saying and understanding what they're not saying.

It's fully listening, instead of thinking about how you should respond.

Attuned listening builds trust and deepens the relationship between buyer and sales professional.



H2H Sales Acumen™ Skill #3

Empathy

Empathy is when sales professionals look at the deal from the buyer's perspective and not their own assumptions.

That perspective helps you understand what the buyer actually values, so you can deliver on it. It also enables you to anticipate objections because, thinking as the buyer, you'd be able to recognize what they would object to.



H2H Sales Acumen™ Skill #4



Influence

Influence means the sales professional has earned the right to impact the buyer's decision-making because of their expertise, experience, and the trust they've built with them. Trust is the key, here.

Real influence has nothing to do with pushing, pressuring, or manipulating. It's about understanding your buyer's needs and goals so well that they consider your voice in their decision-making process.

Over time, your voice can carry enough weight that they'll seek you out to ensure you're included in their process.



How confident are you that your sales team is future-ready, and not bound for irrelevance?

Human-to-human sales acumen is the one skillset separating **future-ready** sellers from those who'll get left behind.

If a machine can do it, a machine will end up doing it sooner rather than later. Your sellers **MUST** master the things that make us **uniquely human**.

We've built a one-day bootcamp to teach your team what **they need to win** against highly capable machines, fierce competitors, & the dreaded status quo.

Ready to help save your sellers from irrelevance?
Contact us and get them set up for
H2H Sales Acumen™ Bootcamp



What topics does the H2H Sales Acumen™ Bootcamp cover?

- Self-awareness: the “control panel” that governs how sellers show up in conversations.
- The 4 interpersonal skills that make up H2H Sales Acumen: Curiosity, Attuned Listening, Empathy, and Influence.
- Observing patterns in behavior to enable reading the room.
- The behavioral levers that shape how people communicate and decide.
- The 4 Common Behavioral Archetypes sellers will face again and again.
- Behavioral Adaptability - how to flex your skills to match the moment.
- Recognizing where behavioral friction is likely to happen and planning accordingly.

Contact us to learn more!

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