

**SELL.  
NEGOTIATE.  
COMMUNICATE.  
HUTHWAITE.**

**SELL.**

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**It's the lifeblood of any business.**

Whatever you call it – sales, new business development, client acquisition, account management – it's what pays everybody's salary. Doing it badly wastes everyone else's efforts. Doing it as well as, if not better than, any other specialist or technical part of your operation will have a huge multiplier effect on your success. And like any other activity, the best learn from the best.

That's what we've done. We've built models of the verbal behaviour patterns used by the most successful sales people when they sell. We observe them, analyse them, and then train people like you (14,000 delegates in 68 countries last year) to be the best. That means being as consultative and as persuasive when you sell as anyone can possibly be.

It isn't magic. It's research, skill, training, coaching, reinforcement, measurement, and above all, verbal behaviour.

That's our formula.

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**NEGOTIATE.**

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## **Doing a bad deal can be worse than doing no deal.**

Whether you are part of the sales team, a highly-paid fee-earner, or a buyer of expensive goods and services for your organisation, there's plenty of scope for even your best-looking transaction to go wrong.

Selling too cheaply or buying over the odds may be just part of the story. What about the contract that obliges you to make delivery commitments you just can't meet? What about the agreement that's far longer (or shorter) than you ever wanted to agree, but you caved in just to get the deal done? What about the small favour you just agreed to in a customer meeting that you know you should have traded for something?

Negotiation is a skill that is shrouded in myths. We've demolished most of those by observing what successful negotiators actually do and say, building a verbal behaviour profile that everyone else can learn from, and training people like you to be more like them.

It isn't magic. It's preparation, planning, power, strategy, tactics, and above all, verbal behaviour.

That's our formula.

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**COMMUNICATE.**

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## **Doesn't everyone know how to communicate?**

Apparently not. If they did, why would people constantly complain that they spend time in interminable meetings that never seem to achieve anything? Why are so many informal interactions with colleagues often bogged down in acrimony and misunderstanding? Why is it so difficult to persuade people to listen to your ideas or give you the resources you need to get the job done?

Using language and using language skilfully are two very different things. We've observed and analysed verbal behaviour in every setting – from the primary school classroom to the PLC boardroom – and used that data to train people across the private and public sectors to achieve more, to access more of their latent store of good ideas, to have more success.

It isn't magic. It's planning, persuasion, tools, influence, listening, and above all, verbal behaviour.

That's our formula.

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**HUTHWAITE.**

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**Huthwaite International helps organisations like yours to tackle problems like these.**

Wherever you are in the world you'll get the same high level of expert trainers, the same high quality of implementation (across borders, time-zones and languages), the same digital support and reinforcement tools, and the same treasure trove of robust and continual research. You'll be relying on the accumulated wisdom of our decades of delivery and project management experience, coupled with the technology you'd expect of a company that has spent the past 40 years setting trends, not following them.

Above all, you'll be working with a training partner that is focused on the same outcome you are. Results.

It isn't magic. It's experience, quality, leadership, sustainability, and above all, behaviour change.

That's our formula.

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NEGOTIATE.  
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The formula for sustainable  
business improvement.  
**Globally.**  
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**Contact us to find out more**

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**Change Behaviour.**

**Change Results.™**

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[www.huthwaite.co.uk](http://www.huthwaite.co.uk)