

# REFUSEORDINARY



*Proudly sponsored by:*



[www.RefuseOrdinary.com](http://www.RefuseOrdinary.com)

# What Is Difference Maker Selling?



***“My business is up 25% in comparison to this time last year!”***  
- ***A. Burgess, Partner; Sands Anderson PC, Richmond VA***

**Difference Maker Selling** is the new way to sell that gets proven results. We’re so confident it works, we even **guarantee you will see a 20% increase in sales or you get your money back.**

Selling the same old way is no longer an option because it’s 2016 and the marketplace has changed. If you want to thrive, you must clearly set yourself apart, engage at a more meaningful level, and create unbreakable client loyalty.

Unfortunately, **86% of all businesses fall woefully short** and never get there! Could your business be one of them?

This ten-module program is designed for the busy business owner who doesn’t have the time to screw around with theory or a lot of fluff. We know you want to drive more revenue and the content and the learning process is geared to deliver just that!

### **Program Highlights:**

- **Develop a prospecting system that works**
- **Learn our 10-point business development framework**
- **Take our EQ-I assessment and tap into the power of emotional intelligence**
- **Identify exactly what sets your business apart & create a unbeatable brand**
- **Own your market & become the “Go-To Expert”**
- **Master 9 ways to navigate price objections**
- **Sell without using Jedi mind tricks or losing your soul**
- **Take your networking to the next level**
- **Building rock-solid referral partnership**
- **Integrate social selling into your business**
- **Create unbreakable customer loyalty**

### **Program Includes:**

**5-Month Curriculum** –Bi-monthly face-to-face sessions. Each two-hour session is packed full of dynamic interaction and learning.

**Materials** – A comprehensive 170 page manual for the program, including: a binder full of powerful lessons, application exercises, templates, practical assignments, as well as go-to online articles, MP3 downloads, and other *secret sauce* resources.

**Accountability** – You’re held accountable for implementing the systems and strategies we teach because you have homework to turn in after each module. Proving...you are doing the work!

**One-On-One Coaching & Ongoing Feedback** – For some participants who need a little help, clarification, or maybe just a kick in the pants; phone coaching sessions can be scheduled in-between sessions at no additional charge.

### **Investment:**

\$3450.00 per participant | payment plans available

### **Start Date:**

Tuesday 10/4/16 at 8:00 AM Sharp

### **Location:**

Chesapeake Bank | 1229 Lafayette Street, Ste. 202 | Williamsburg, VA

### **For More Info:**

Chris@RefuseOrdinary.com | 434.996.7832

[www.RefuseOrdinary.com](http://www.RefuseOrdinary.com)

## Who Are These Guys?

*Will and Chris work with revenue drivers so they can CRUSH their numbers, ROCK their productivity and all while making a meaningful DIFFERENCE!*

Will Turner: Co-Founder and Chief Difference Maker at RefuseOrdinary, LLC



- Sales wizard, speaker, and trainer for over 25 years
- Founded Dancing Elephants Achievement Group, a leading sales consultancy and sales training company. Sold business to start RefuseOrdinary.
- Created **Mastering Sales Magnetism** training program (Used by thousands of sales managers and salespeople around the globe)
- Wrote **"Six Secrets of Sales Magnets"** (Self Published, 2005)
- Wrote **"The Complete Mentoring Resource Guide & Toolkit"** (E-book, March 2015)
- Co-wrote **"Time Sucked! How to rock your productivity AND get your life back!"** (E-book, 2013)
- Served as contributing author for **"Top Sales Dog Secrets – 50 Top Experts Show You Proven Ways To Skyrocket Your Sales"** (with Michael Dalton Johnson, 2007)
- Co-Created **"The 5 Key Business Disruptors Series"** (5 key things the best companies are doing and NOT doing to stay on top since 2014)
- Authored 750+ articles on sales, business development, sales management, mentoring, optimal performance, and productivity (*RefuseOrdinary and other blogs, 2001 - present*)
- Served as President of the Virginia Chapter of the National Speakers Association
- Presented at over 100 local, regional, national, and international conferences and meetings addressing the interest of salespeople, sales managers, and executive teams

Chris Harris: Co-Founder and Chief Refuser at RefuseOrdinary, LLC



- Productivity guru, speaker, and trainer for almost 20 years
- Former clients include companies such as Altria, Patagonia, Capital One, and World Bank - Caribbean Division
- Created **"ACE-25"** (A one-on-one production coaching program, that yielded 166%\* individual production growth in 60 days.) \*Randstad USA
- Created **"4 Ways To Shave 5 Hours Off Your Work Week"** presented throughout the state of Virginia
- Co-Created **"The 5 Key Business Disruptors Series"** (5 key things the best companies are doing and NOT doing to stay on top since 2014)
- Co-wrote **"Time Sucked! How to rock your productivity AND get your life back!"** (E-book, 2013)
- Wrote over 250+ articles on productivity, time management, creating business systems, networking, and sales (*RefuseOrdinary and other blogs, 2006 - present*)
- Featured in the *Richmond Times-Dispatch* – **"Time flies, but will it take you to your business destination?"** (September 2014)
- Featured in **Success Magazine** (May 2016)
- Advisory Board Member; Stratford University, Glen Allen, Virginia Campus
- Guest Speaker at Old Dominion University Career Center, Virginia Rotarian College of Governors, and News Radio WINA, FM 98.9 *"Conversations With Wendy"* in Charlottesville, VA among others