



Increase Your Sales Results with Our Science-Based Sales Approach

At Hoffeld Group, we have developed a unique, science-backed sales approach that has allowed us to help our clients dramatically increase their sales results.

We are the experts at helping sales professionals align how they sell with how their potential customers' brains are wired to be influenced and construct buying decisions. This harmony between the buyer and seller amplifies the probability of the sale.

A Groundbreaking Formula For Sales Improvement

By using scientific disciplines such as social psychology, communication theory, cognitive psychology, social neuroscience, cognitive neuroscience and behavioral economics, we're able to create sales strategies that naturally drive buying behaviors and improve sales results. In fact, it's no longer necessary to guess why top producers perform better than average ones. Armed with scientific data, we now have the tools to improve any salesperson's performance.

What Others Are Saying

“There is so much bogus advice and wasted effort in sales. But Hoffeld Group has a true research foundation and practical approach. It helps firms separate signal from noise in their selling, training, and business development activities.”

Frank Cespedes,
Harvard Business School

“Hoffeld Group offers some of the freshest thought-leadership on sales that I have heard in a long time. Their evidence-based sales strategies provide real solutions to the challenges that sales people face.”

Dave Stein,
ES Research Group

“Hoffeld Group's innovative sales insights are backed by real science and have been proven to increase sales. I would recommend Hoffeld Group's training to anyone who wants to improve their sales results.”

Kristian McKenzie, Oracle

Science-Based Sales Training Process

Scientific research has confirmed that for training to produce positive behavior change it must not be an event, but a process. The Hoffeld Group Sales Training Process™ provides a learning continuum that encompasses three core phases that impart the essential knowledge and skills required to obtain a high level of competence in selling.

Phase 1



Sales Readiness

In the sales readiness phase we lay the groundwork for your success by assessing and architecting a training solution customized to your specific needs. In addition, the successful deployment of any training initiative is dependent upon achieving buy-in from those within the organization. A core part of our sales readiness phase is preparing sales people, managers and the entire organization for sales training.



Phase 2



Science-Based Training

Sales training is what equips sales people with the knowledge and skills necessary to be successful in today's challenging marketplace. Hoffeld Group's sales training connects the dots between cutting-edge science and the real-world sales situations you face every day, to help you consistently succeed.



Phase 3



Continued Development

In today's hyper-competitive marketplace if sales people are not improving, they are falling behind. There is a mountain of scientific evidence that has shown that continued development is a vital component of achieving heightened levels of performance. The third phase of the Hoffeld Group Sales Training Process™ provides sales people with the opportunity to continue improving their sales knowledge and skills.



To find out more about the Hoffeld Group's groundbreaking research and innovative sales strategies contact us at:

☎ 952 737 1660 ✉ info@HoffeldGroup.com

🌐 www.HoffeldGroup.com

Why Choose the Hoffeld Group

1. Based On Proven Science

At Hoffeld Group, we refuse to dabble in the conflicting opinions regarding how to sell. The foundation of our sales approach is objective science, not conjecture. We analyzed thousands of scientific studies and translated the findings into practical, sales specific concepts that are proven to boost sales results.

2. Scientifically Validated Delivery Process

Hoffeld Group Sales Training Process™ is based upon research in educational psychology, cognitive psychology and neuroscience that disclose how the human brain learns. In short, we literally train the way that science has shown improves cognition and retention rates, which enables salespeople to use what they have been taught to increase their sales.

3. Revolutionary Sales Research

Hoffeld Group has conducted original research focused on identifying the causal factors that enable a positive buying decision. Our research revealed that buyers go through a predictable mental process when making buying decisions. We then deconstructed this internal decision process into clear, quantifiable steps that guide sales people in aligning how they sell with how their prospects buy.

4. Customized Sales Solutions

Every client is different and as a result Hoffeld Group's sales solutions are customized to the specific needs of our clients. We offer complete, science-based sales solutions that encompass all aspects of sales performance enhancement.

5. Predictable & Verifiable Results

The results our clients achieve are amazingly consistent: sales cycles shorten, market share grows and sales production skyrockets. In short, when sales people base how they sell on how their potential customers' brains create buying decisions, their interactions are enriched and so is their effectiveness.

What Others Are Saying

“Hoffeld Group's training is grounded in science, practical and easy to implement. Because of the training our sales skyrocketed. It was absolutely amazing!”

Joseph Wheaton, Shell

“Hoffeld Group's research based approach removes the guess work from influence and provides science based strategies that work in the real world.”

Dennis Jenson, US Army

“The Hoffeld Group is on the leading edge with translating scientific research into actionable sales strategies that lead to profitable outcomes.”

Gerhard Gschwandtner,
Selling Power

HG | **HOFFELD GROUP**
Proven Science for Successful Selling®

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