

*Based on your feedback, this*

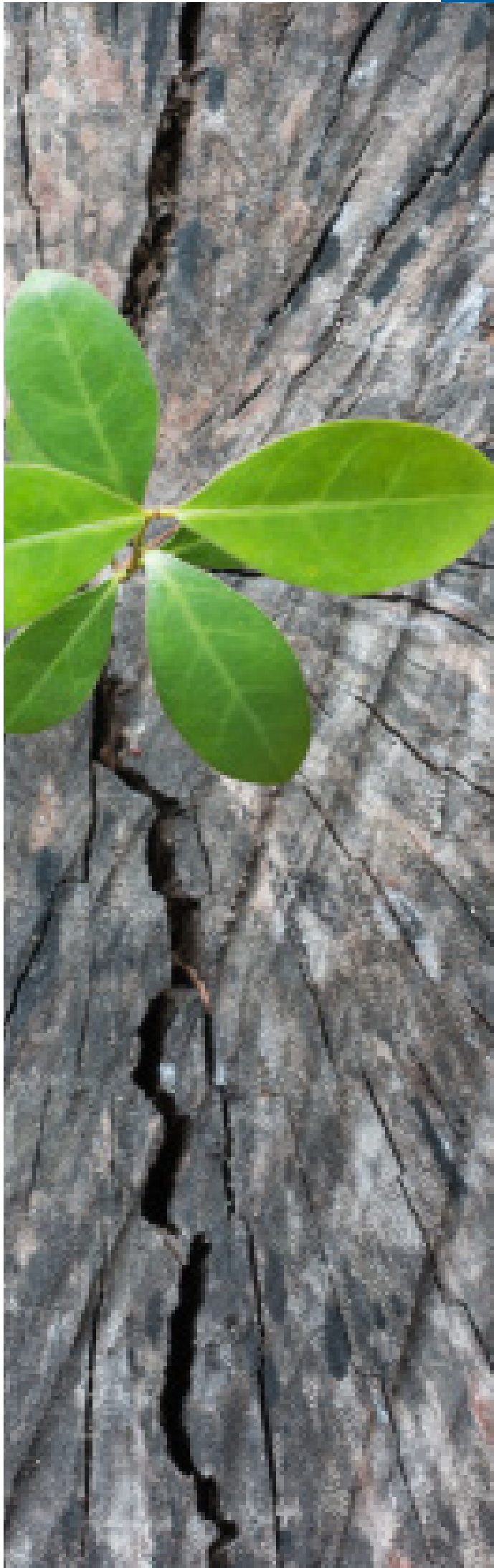
**PROVEN,  
GROUND-BREAKING  
SALES EFFECTIVENESS  
PROGRAM**

*is now even BETTER.*

*Introducing*

**Trustworthy<sup>®</sup> | 2.0**  
**Selling**

*Transforming transactions into lasting relationships*



*Experience*

**Trustworthy<sup>®</sup> | 2.0**  
**Selling**

*Today!*

**Here's a sneak peek of the kinds of changes you can look forward to:**

#### **Videos**

- Contemporary look and feel
- Isolated concepts
- Trimmed to an average of five minutes
- Untangled complex concepts
- Strengthened research
- Added diversity to examples, settings, and actors

#### **Facilitator/Coach Materials**

- One guide, two tracks: Professional & Quick Start
- New/updated activities
- Updated wall charts
- New/updated virtual classroom materials
- New/updated coaching guides and materials
- Streamlined facilitator and coach certification processes

#### **Participant Guide**

- Fully digital and interactive
- Links to supporting resources on program website

#### **Supporting Resources**

- Supported by nearly 50 infographics
- Resources for Results that provide step-by-step processes, sample language, and tools
- eLearning Knowledge Reviews for core concepts

