

J. Rouleau & Associates presents:

## A New Turn on the Critical Path

Most sales professionals have learned and relied on the "critical path" theory of selling for years.

Today the art and science of selling has evolved, and the old critical path needs updating. Sales Trainer and Consultant Gian Hasbrock has given it a complete remodel, and it now reemerges as the Critical Wheel – a way of looking at and engaging in the sales process that not only matches the characteristics of today's buyers, it becomes a self-perpetuating sales machine by adding a final "critical" component that guarantees referral sales.

Gian Hasbrock, MIRM, is president of WOWISM (Walk On Water Inspired Sales & Marketing), a real estate marketing consulting firm specializing in education, training and motivation. Visit [www.wowism.com](http://www.wowism.com).

This is just one of many new recordings in the **Audio Seminar Series** presented by J. Rouleau & Associates. For information on other titles, or on our monthly audio journal, *Experts on the Issues*, please visit [www.BuilderRadio.com](http://www.BuilderRadio.com).

The Critical Wheel of Sales Success

by Gian Hasbrock

*Lessons from the Pros*

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## The Critical Wheel of Sales Success



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A new turn on the old sales model, updated with a new dimension that will double your sales!

**BUILDERRADIO**.com

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### Who Will Your Next Customer Be?

More importantly, will you understand what they want, what their real needs are and how they wish to be treated if they're from a different culture than your own?

More people immigrate to the USA than every other country in the world combined. Soon half of all first-time homebuyers will have at least one foreign-born household member. Improve your communication skills to avoid offending your multicultural client, forging an indelible bond with them so they buy from you.



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Marketing & Selling to Multicultural Buyers

by Gian Hasbrock

*Lessons from the Pros*

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How to overcome cultural bias and connect with more buyers.



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