



TRUST, CHARISMA & THE FUTURE OF SELLING

“85% of your financial success is due to your personality and your ability to communicate, negotiate and lead. Shockingly, only 15% is due to your technical knowledge.”

The Carnegie Institute 1918

Closing the Seller-Buyer Gap with Charisma

Globalization, the rise of connected technologies, the explosion of information – you’d expect all of these factors to make it easier to connect with your buyers and deliver stellar sales performance. In reality though, the opposite is true.

Selling is harder now. In our current business landscape, establishing trusting relationships is a significant challenge.

Buying is even harder. There are more options and more stakeholders than ever in sales decisions. Combine those issues with buyers who have been burned by professional salespeople.

[A recent study](#) indicates that more business customers place an emphasis on trusting relationships with vendors than factors such as superior innovation, product quality, and low price. This would indicate that in general, there’s room for improvement in building trust with buyers. Communication skills are also lacking. Only 25% of buyers believe salespeople are effectively engaging them.

How can modern sales professionals close this gap with their buyers? With charisma. The future of selling is based on your ability to attract, engage, influence, and motivate your buyers at the human level. That is the definition of charisma.

CHARISMA [kuh-riz-muh]

Charisma is the quality of being able to attract, engage, influence, and motivate those around you. It is usually easy to identify when someone is charismatic.

Becoming charismatic is a teachable set of skills.

13%

Only 13% of executive buyers believe that a salesperson can clearly show they understand their business issues and articulate a way to solve them.²

– Forrester

42%

Just 42% of organizations believe they have the right sales talent for the future.

– McKinsey



Charisma Can Be Taught By the Right People

Think you either have charisma or you don't? It's a familiar myth that's been studied extensively, and experts have now labeled charisma as a skill which can be trained and developed.

Dr. John Antonakis, a professor of organizational behavior at the University of Lausanne in Switzerland, is one of the leading researchers on charisma. He views charisma through the lens of communication. "Basically put, charisma is all about signaling information in a symbolic, emotional and value-based manner," he told the New York Times in 2019. "Thus, charisma signaling is all about using verbal — what you say — and nonverbal techniques."

Charisma comes down to a combination of what we say and how we say it. It is a dynamic mode of communication that can be a learned skill. As with any skill, charisma can be improved and adapted for new or different situations, including the post-pandemic business environment.

Bring the Power of Charisma to Our New Generation of Selling

CharismaQ is a coaching and communication platform purpose-built to evaluate, coach, and create charismatic sellers. Through our proven process, we teach salespeople to master the art and science of charisma. CharismaQ members improve their confidence, presence, and likeability to drive increased productivity and revenue for your organization. Our platform delivers a high-touch, executive-level coaching experience at scale.



99%

of CharismaQ members believe Charisma can be taught

65%

of people who have been trained in Charismatic Leadership Tactics (CLT) receive above-average ratings as leaders.



The Art and Science of Charisma



AUTHENTICITY



EMPATHY



CONFIDENCE



FIRST
IMPRESSION



MESSAGE
ALIGNMENT



DELIVERY

Improve Your Sales Presence. Tell Better Stories. Engage More Buyers.

Our experience follows this: We've seen that salespeople develop their personal type of charisma in different ways. We believe that individuals need an individual path for developing charisma. While there are core concepts every person can learn, individuals need a personalized plan to develop their potential. We also believe that measurement is critical to the development process. Quantification of communication skills can provide both a baseline for individuals and a benchmark for team members working to improve their charisma.

So where does the learning begin? At CharismaQ, we've identified six essential components for development and measurement of charisma. They are part art and part science. Together, they enable individuals with diverse personalities, backgrounds and experiences to learn to be charismatic.

Charisma Can Be Mastered With Continual Practice and Reinforcement

Developing charisma is like mastering a golf game. It takes repetition and consistent practice to build the skills that will lead to improved outcomes in business and in life. It also requires ongoing evaluation, feedback, and coaching from communication and storytelling experts who understand its components.

How can we help you?

CharismaQ coaches enable individuals to make breakthroughs in their ability to engage, inspire trust and influence others.



We are different than other solutions because:

1. What we teach is unique. Being charismatic means you master the six components of first impressions, message alignment, delivery, authenticity, empathy, and confidence.
2. Our coaches are storytelling experts and media and social media channel influencers. They've all built their own personal brand by building a loyal audience and following.
3. We drive accountability and mastery through a plan and continual practice. We tie our success to your ability to influence sales outcomes and drive more revenue.

OUR MISSION is to remove personal obstacles and uncover the inner charismatic genius living inside all of us.

CharismaQ Drives Results



Increased productivity



More quotas met



Increased revenue



More engaged team

Charisma has become the pivotal advantage for sales professionals in today's business environment. If you'd like to up your game as a more charismatic seller, please get in touch today. We'll help you show up stronger than ever.

Why CharismaQ?

Virtual or face-to-face, we believe customer interactions today and in the future are based on relationships and trust. We teach you how to engage and connect with your customers at the human level.

This is not training. This is not performance management. This is a development and coaching solution—designed to get your team comfortable and confident in our new world of customer engagement.

ABOUT CHARISMAQ FOUNDERS

Terri Herrmann and Katrina Cravy



Terri Herrmann, *SaaS Marketing & Sales Executive*

Terri believes that behind every great brand is an even better story. She knows that true financial success happens when you have the confidence to live your own personal brand and communicate the “story of you.” Terri spent her entire career leading sales and marketing teams for global staffing and technology companies. Most recently, Terri was a member of the executive team for a SaaS HR technology company that resulted in a \$100M exit. Terri has earned a stellar reputation for winning awards, developing high performing teams, creating market awareness, building brands, and driving revenue.

Katrina Cravy, *Emmy Award-Winning TV Journalist & Executive Coach*

Katrina has been obsessed with the art and science of charisma ever since her grandfather taught her how to shake hands - the right way. She went on to meet and interview thousands of people across the country as an Emmy award-winning TV journalist. As an investigative reporter, anchor, and talk show host, Katrina has worked for FOX, NBC, and ABC affiliates. It did not take her long to realize most people don't have the ability to craft and communicate a compelling message. After more than 20 years of success as a TV broadcast journalist, Katrina built her own successful business coaching CEOs, leaders and organizations how to build their brands, tell great stories and charismatically connect with their audience.

Does Your Team Need More Charisma?

Contact CharismaQ at
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CharismaQ.com