

## **Entrepreneurship Summit 2020: A new sales approach that ensures profitability and people's wellbeing at the same time: Short Communication- Scott Roy, Whitten & Roy Partnership, USA**

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**Scott Roy**

*Whitten & Roy Partnership, USA*

### **Short Communication**

Entrepreneurs, sales people and clients alike are in need of a radically different approach to sales and sales training, as echoed by the 181 CEOs at last summer's CEO Business Roundtable and many social entrepreneurs. In the past few years, businesses have started to increasingly respond to a market calling for more enlightened operations that support the wellbeing of everyone involved in addition to generating profit for stakeholders.

Scott Roy, CEO of Whitten & Roy Partnership, would like to shares a new possibility for leaders as explained in his book "Decision Intelligence Selling: Transform the way you sell": a new relationship between profitability and the wellbeing of all, in which misconceptions and outdated ways of doing sales no longer apply.

These required changes can come about by focusing on the greatest engine of business growth—sales—and applying the insight and practical skills of transformational science; firstly, there's the transformation of the way sales people sell;

Scott would like to explain in details the new paradigm for sales called DQ Sales® where salesperson's full focus is on helping the customer make the best possible buying decision, raising their Decision Quotient (DQ).