



**KEY  
BUSINESS  
ADVISORS**

*Taking Businesses from Good to Great*

***“Taking  
Businesses  
from Good to  
Great”***



## B2B SALES MASTERCLASS

### 1-Day Sales Training Workshop

Experience an interactive sales training program to grow the sales in your business. This sales training program will provide you with a professional sales tool kit to give you the resources to increase profits and grow your business.

This program will teach you how to sell to the general public or a business owner. You will be focused on engaging the customer and leading them in a direction to close the sale with the products and services you offer.

In this program, you will learn how to win the customer's approval and increase opportunities to close the sale. Book the next workshop today!

### What you will learn

- ✓ How to approach a customer in a friendly and engaging manner
- ✓ How to open up a conversation with a customer
- ✓ How to identify the customer's personal or business needs by asking open-ended questions
- ✓ How to match and educate customers on your products and services
- ✓ How to demonstrate your products
- ✓ How to sell the features and benefits of your products and services
- ✓ How to cross-sell or upsell other products and services
- ✓ How to read the client through verbal and nonverbal buying signals
- ✓ How to overcome objections
- ✓ How to trial close the customer through soft, hard and alternative closing techniques
- ✓ How to ask for the order and close the sale
- ✓ How to promote the value to the customer so they come back to you

**CONTACT US!**  
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