

# B2B SALES MASTERCLASS

## Sales Training Workshop

Join us in this interactive sales training program that provides you with a professional sales toolkit to give you the resources to increase your profits and grow your business in 2019!

### What you will learn (training modules)

- 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

To find out more about this workshop or our other popular training workshops, contact us! We can tailor a package that best suits you, find out more on our website.

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