

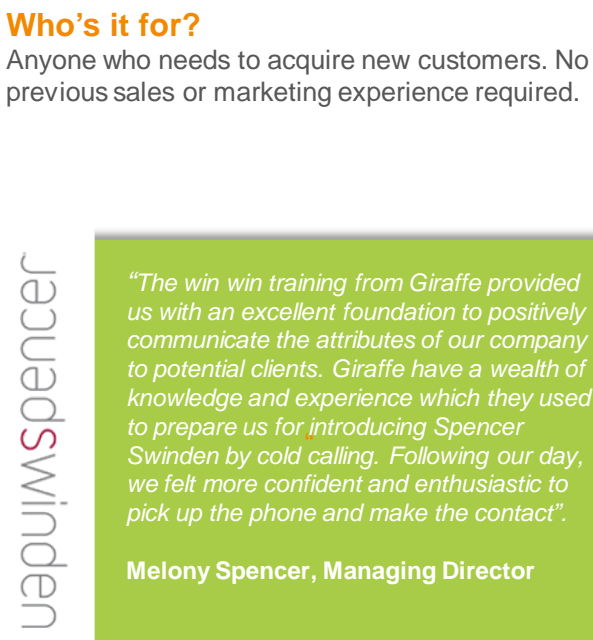
Quickly **increase** your **sales** and **win** the **clients** you want

Win-win cold call workshop

An intensive one-day workshop where you'll learn to increase your sales through a new method of cold calling.

Who's it for?

Anyone who needs to acquire new customers. No previous sales or marketing experience required.



How does it work?

Our proven method will enable you to:

- ❑ Assess the prospect's buying process and budget
- ❑ Identify the three crucial **fit factors** to capture a prospect's interest
- ❑ Establish a prospect's **needs** (those they're aware of and those they're not!)
- ❑ Get past the **gatekeeper** and overcome **objections**
- ❑ Positively close the conversation and, if relevant, **appointment set**

Sound familiar?

In just 1 day, you'll be equipped with techniques to **overcome objections**, including:

"We've got that covered, thanks"

"We're not interested at the moment"

"You're too expensive"

5 reasons why it's great value

- ❑ Real life scenarios make the workshop 100% relevant to you
- ❑ Delegates make *and* take calls, giving them invaluable insight
- ❑ A win-win manual is included to give you further support
- ❑ Maximum of 4 delegates per workshop, meaning high levels of interactivity
- ❑ You'll be ready to start calling immediately.



"Having been on sales training before, I was initially sceptical. I was pleasantly surprised to see that win-win really is an entirely different kind of training to any other. It's really made a difference to our conversion success, and I'd recommend it to anyone else who wants to increase their sales".

Steve Buet , Sales Manager