

Enhance your consultative sales skills
Selling in a B2B World – get rid of the “temp” sales hat
Upgrade your skills and demonstrate the value that you provide to your clients.

NOW AVAILABLE ON 5 CD's ...

- Course #1025 Understanding the concept and the shift to a B2B methodology and process.**
- Concept
 - Paradigm Shift
 - Preparing to identify prospective client contact who manages budget and performance rather than those who manage “orders.”
 - 90 minutes
- Course #1102 Scheduling the first “interview” (Due Diligence) with the Prospect**
- Getting in front of the person who manages both budget and performance
 - Verbiage that is appropriate to use with someone at that level
 - Understanding the potential business issues that you could potentially resolve
 - How demonstrate value over the telephone
 - 90 minutes
- Course #1109 Implementing the first and most critical step in the B2B process**
- Due Diligence
 - Preparing the questions
 - Understanding the intent
 - Interpretation of what the prospective client is telling you
 - 90 minutes
- Course #1116 Identifying the critical business issue and responding with a customized strategy**
- M.O.B. – (management, operations and business development) Team recap to review information collected
 - Identifying the critical business issue(s)
 - Your *team*'s recommendations to help improve both performance and R.O.I.
 - Putting those thoughts into a clear, concise strategy
 - 90 minutes
- Course #1122 Building your portfolio of business**
- Identifying current percentage of “market share” with your clients
 - Establishing goals based on account penetration
 - Understanding your portfolio mix based on industry, size of company (sales), # of employees, public vs. private, etc.
 - Identifying where the growth opportunities lie within existing portfolio
 - Diversifying your portfolio based on sound business strategies
 - 90 minutes

What the series includes:

- Over 7 hours of “live” training designed and delivered by Barbara Marchetti
- Five 90 minute CD’s
- Order all 5 modules and receive workbook with handouts
- Order the complete B2B Set: \$850.00
- Individual Training Module CD’s - \$195 per training module with accompanying handouts.

Course #1025 Understanding the concept and the shift to a B2B methodology and process.
 Course #1102 Scheduling the first “interview” (Due Diligence) with the Prospect
 Course# 1109: Implementing the first and most critical step in the B2B process:
 Course# 1116: Identifying critical business issue and responding with a customized strategy
 Course# 1122: Building your portfolio of business

Order Form

B2B Series 5 Modules: \$850.00 for complete set
 Individual Modules \$195.00 per CD

<input type="checkbox"/> B2B Series 5 Modules Set	x Quantity _____	+ 2.50 S&H	Total _____
<input type="checkbox"/> #1025	x Quantity _____	+ 2.50 S&H	Total _____
<input type="checkbox"/> #1102	x Quantity _____	+ 2.50 S&H	Total _____
<input type="checkbox"/> #1109	x Quantity _____	+ 2.50 S&H	Total _____
<input type="checkbox"/> #1116	x Quantity _____	+ 2.50 S&H	Total _____
<input type="checkbox"/> #1122	x Quantity _____	+ 2.50 S&H	Total _____

Grand Total: _____

Company Name: _____

Contact Person: _____

Name: _____

Title: _____

Phone: (____) _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Company Web Site: _____

Allow 4 weeks for delivery.

Remit to: (no credit cards)

*C-suite Corp.
 2 Elm Square
 Andover, MA 01810
 Att: Rob Wolske*