MM&B Business Education Series Presents:

Proving to the Skeptic

A key element of achieving exponential sales growth is selling to skeptics. What prevents us from achieving exponential sales growth during a recession? Our MM&B Business Education Series, Sales Training Life Preserver series explored the **3 Fatal Flaws** in the selling process:

1.) Assuming prospects enter the conversation with serious intent

2.) Assuming prospects believe what we say

3.) Assuming prospects know how to make a decision

In our next installment, we will focus on the 2nd fatal flaw and discuss why prospects don't believe what we say, and what to do about it. In today's Do or Die sales cycle, sales consultant Andy Gole will provide the tools to work towards understanding and adopting **Urgency Based Selling®** techniques; and find out what to do if someone on your sales team commits an offense that could damage your business.

Is it possible most of your lost sales are a result of prospects not believing what you're saying?
Can your sales team succeed without knowing?
Can you afford not to attend?

Thursday, March 26
4:00 pm
Lowenstein Sandler, P.C.
Alan V. Lowenstein Conference Center
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Roseland, NJ 07068
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By March 20

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