



BUSINESS TO BUSINESS SELLING

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

A 4-day course designed to help contractors confidently have financial conversations about planned replacement and get the sale!

Cash Flow Selling Process

Maximize the Opportunity

Every aspect of the Cash Flow Selling[®] process will be covered in detail from the initial contacts through final approval. Each step of the process will be presented with specific skills practice designed to help the learning process and facilitate behavioral change. Many different examples of real-world scenarios including landlord-tenant situations and owner-occupied buildings will be examined to assure the tools you learn can be applied anywhere.

Learn the "Language" of B2B

Talking to business and property owners requires specific knowledge and vocabulary. We'll teach you how to discover the real needs of your prospects and how to "speak their language".

Preventative Maintenance

New Ways To Grow Commercial Business

Many techniques specifically designed to grow your commercial business will be covered including: advanced prospecting skills practice, cold calling techniques and use of the internet for company research.

Business Development Discussion

The value of a preventative maintenance contract is immeasurable when the building owner decides to replace worn out systems. You'll discover how to eliminate the competition from the "bid" process.



FAX COMPLETED FORM TO (602)-216-2148

PLEASE SEND MORE INFORMATION: AVAILABLE CLASSES IN MY AREA. AVAILABLE CLASSES NATIONWIDE

INVESTMENT: INCLUDES 4-DAYS OF TRAINING, BREAKFAST, SNACKS AND LUNCH.

ATTENDEES

1. 2.

3. 4.

COMPANY TM

EMAIL PHONE

ADDRESS

CITY STATE ZIP CODE

VISA M/C AMEX

ACCT# EXP

WHAT WILL YOU LEARN AT B2B SELLING?

Most businesses fail because they have the wrong processes in place. Just four days of training will give you a simple, repeatable sales process that will help you understand your customers' needs and deliver bottom line ROI results only you can provide.



What will you Learn?

- ⓪ The value of continued practice and coaching through extensive skills practice
- ⓪ Learn to set SMART goals for you and your company to grow your light commercial business
- ⓪ Find out the importance of being able to analyze where your company is, where you want it to go, and how Light Commercial will get you there
- ⓪ Learn to implement and manage the Commercial Cash Flow Selling® Process to make an immediate impact when you return home

- ⓪ Gain an understanding of the Commercial Cash Flow Selling® Tools; The Mailing List Approach®, Most Wanted List®, and the Financing Lease Proofsheets®
- ⓪ Detailed use of the completely new customized financial proposal presentation
- ⓪ Understand what kind of sales, product, and internal training you can provide for maximum effect to your bottom line
- ⓪ Learn the power of preventative maintenance agreements and new strategies for properly implementing, pricing, and promoting these agreements

About our Instructors

Our team of professional seminar leaders has more than 200 years of combined sales experience. Each has spent time in the field effectively implementing the NPS process in the real-world.

Participants appreciate our instructors' dedication to creating a fun, but challenging, learning environment that consistently delivers long-term results.



Client Testimonial

"B-to-B Selling was very beneficial to me and my sales team. The trainer did a great job in presenting us with new ideas for doing our jobs more effectively. He was very interesting and very easy to learn from. This class is going to change the way we go to the marketplace with the ideas I am taking from that week. I greatly appreciate your company giving me and my sales staff this opportunity to get other ideas in how we do business. I would highly recommend this class!!!!"

Eric P.
Account Manager
Midland, MI

 (800)-515-0034

 www.NoPressureSelling.com