

**IN-HOUSE  
TRAINING**  
CALL US TODAY!

# HOW TO FIND YOUR CLIENT'S HOT BUTTON



## DID YOU KNOW?



The key to successful selling is finding your client's hot button and building your presentation around it.

## BENEFITS



You will learn how to discover client's hot button to be able to persuade them to buy from you.

## RESULT



Easy to follow, step-by-step process that elicits a client's buying criteria and helps you slide past any resistance, which will result in more sales for you!

## ADVANCED SALES TRAINING



This training is not about the law of large numbers, using features and benefits, or outdated closing tricks. It is about discovering your client's hot button and attaching it to your product or service.

## YOUR SALES PEOPLE WILL LEARN:



- Why the concept of criteria is critical in sales today
- How to quickly discover customers' buying formulas
- How to use the uncovered formulas to persuade them
- How to begin the conversation to get to criteria and/or buying formulas
- What questions to ask to convey expertise and competence

 **3 EASY WAYS TO REGISTER TODAY!**