



12 Hours  
of  
Sales  
Training

# Consultative Sales Training

Building and Strengthening Relationships

March 1, 7, 14, 22, 29 & April 5, 2022

9– 11 A.M.

Virtual Instructor Led

Online Training via [nrlalivelearning.com](http://nrlalivelearning.com)



## Course Description:

Empower your sales team to be the "owner" of their sales business. During this virtual live online training program, salespeople will learn a new approach that will deliver sales success. Attendees will learn strategies through simulation and role plays so that they can immediately apply these skills in their day to day activities.

**Attendees will utilize consultative skills to influence fears, thoughts, and actions by learning how to:**

- Explore how to earn the right to continue the conversation by knowing when to listen, ask questions, or educate
- Adapt your approach to buyer styles; adapting communication style, level of detail, and pace
- Identify buyer motivators to overcome their fears
- Build trust, offer insights, and work to understand your clients' needs
- Convey buying options and upsell through clear value proposition
- Increase responsiveness through effective follow-up email writing

## Sign up today, space is limited!

**BMSA Members:** \$750

**Non-Members:** \$900

Min. 3 business days notice of cancellation is required to receive a refund.

**Registration limited to 30 attendees!**



[mybmsa.org](http://mybmsa.org)

# Consultative Sales Training REGISTRATION FORM

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

The following will participate in the Sales Training seminar on March 1, 7, 14, 22, 29 & April 5, 2022

1. Name: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT OPTIONS:

\_\_\_\_\_ Check enclosed (made payable to BMSA)

\_\_\_\_\_ Pay by Credit Card (select one): \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_



*Mark Altman is the founder of MindsetGo, a leading training provider that coaches professionals and students to become more confident and effective communicators. With over two decades of experience teaching communication, sales and engagement skills, Mark empowers individuals to maximize their potential to be more successful personally and professionally.*



## Thank You for Registering!

**Please return completed registration form to Kelly Franklin.**

**Email:** [kellyf@mybmsa.org](mailto:kellyf@mybmsa.org)

**Mail:** BMSA, 3029 Senna Dr. Matthews, NC 28105.



[mybmsa.org](http://mybmsa.org)