

2021 EDUCATION SUMMIT



FEB 2ND - FEB 25TH

SALES CLASSES

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SALES CLASSES

Each 2 Hour Class \$70 pp

TUESDAY, FEBRUARY 2

3:00 PM Getting Inside Your Customers Head

Price: \$70

Speaker: Jay Singer

Description: Participants will learn how to see through the buyer's eyes. Learn how to quickly separate a "suspect" from a "prospect" who will buy. You will learn a probing technique to qualify a prospect and understand how to determine a prospect's needs, triggers, and "heartstrings". – 2 hours

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THURSDAY, FEBRUARY 4

3:00 PM Overcoming & Handling Objection

Price: \$70

Speaker: Jay Singer

Description: Teach participants how to minimize buyer resistance and get to the "real" objection. By using the "LAER" model participants will understand how to communicate more effectively, overcome objections, and advance the sale. – 2 hours

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Jay Singer is the founder and President of ACCESS Dynamics LLC, a Connecticut based company providing proprietary programs that impact sales, management, and customer service performance. Mr. Singer is also the Senior Vice President of Global Sales Operations and Customer Relationship Management for Quadient. Quadient (formerly Neopost) is a publicly held company generating revenues of over \$1 Billion with 5,693 employees worldwide.

TUESDAY, FEBRUARY 16

3:00 PM Differentiating Your Offering

Price: \$70

Speaker: Jay Singer

Description: Teach participants how to differentiate their product and services from the competition. Participants will leave the workshop with "benefit statements" customized to their business that motivate a "call to action". – 2 hours

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TUESDAY, FEBRUARY 23

3:00 PM Shortening the Selling Cycle

Price: \$70

Speaker: Jay Singer

Description: Participants will learn how to use trial closes and use the "commitment consistency theory" to close business. Participants will leave the workshop with tactics that close orders. Participants will be prepared to effectively handle, "I've got to think it over". – 2 hours

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THURSDAY, FEBRUARY 25

3:00 PM Negotiating Skills

Price: \$70

Speaker: Jay Singer

Description: Participants will learn how to combat buyer negotiating tactics, selling "value" and maintaining your profit margin. Participants will leave the workshop with "win/win" strategies to protect their price point. – 2 hours

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