Going Out FOR Business

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Agenda

- Increase incremental revenue
- Improve transition ratio
- Enhance follow-up process

Revenue Categories

- Existing
Revenue Categories

- Existing
- Inbound

I.N.B.C.
I.N.B.C.
Initiating New Business Contacts

B.S.

Benefit Statement
B.S.

Benefit Statement

“Business” vs. “Promotional Products”

L.T.P.

License to Proceed
L.T.P.
License to Proceed
• Positive Affirmation

L.T.P.
License to Proceed
• Positive Affirmation
• Question

L.T.P.
License to Proceed
• Positive Affirmation
• Question
• Invitation
L.T.P.
License to Proceed
• Positive Affirmation
• Question
• Invitation
• Objection

F/U
F/U
Follow-up

& Follow through!

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One winner selected on Tuesday & one on Wednesday
Any Questions?
Here is my contact info:

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