

Vendors Transact While Business Partners Connect



Stop Selling and Start Connecting

A Session by Rich George, The NOI Coach and Your Success Coach

About This Session: We live in a competitive world, and there is no sales technique, or “silver bullet approach when it comes to connecting with your customer. In the world of business-to-business sales, this becomes even more true. It really is time to stop selling and start connecting. In this program, participants will discover that truly connecting with their potential clients is the only real solution in B2B sales. Rich will share his simple and essential strategies for connecting with potential partners. Finally, he will share with business partners how to leverage that connection once it has been made by helping you to speak their language. It is hard enough to get the door to open, but it is critical to know what to do once you are invited in. Since Rich is a former CEO, and Independent Rental Owner, why not learn directly from your customer.

Learning Objectives:

- A. Participants will discover that in the world of B2B sales, connecting is more important than selling.
- B. Participants will be able to apply these skillsets to move prospects into colleagues then clients.
- C. Participants will be able to leverage these connections by learning to “speak the language” of their new connections.

Session Outline: In this practical session, business partners will learn to leverage their association membership to achieve connections.

- I. Introduction to session and topic
 - a. Becoming their partner through communication.
- II. Everyone Communicates- Winners Connect
 - a. The Six Essentials of Connections
- III. What to Do
 - a. Six Tips for Connecting with Success
- IV. Conclusion and Summary
 - a. Learn to Speak Their Language
 - b. Go The Extra Mile

Register Now!!!

Date: XX/XX/XXXX

Time: 9:00 am – 12:00 pm

Cost: \$99.00

**Location: Your Organizations
Training Center**

Sponsored By:



Register Online at:

www.yourawesomeorganization.com/register

By phone: 1.800.867.5309

By email: registrar@yourawesomeorganization.com



Rich George is the Founder of NOI Coach, a business coaching, consulting, and training firm based in Michigan and is the owner of Blue Door Apartments. A successful executive with over 30 years of experience, Rich brings a passion for employee development and culture building. Rich’s background includes the management of over 2.5 billion dollars of real-estate, and over 250 million dollars of capital re-investment. Known for his team building, culture changing, and leadership skills, Rich inspires audiences nationwide.