

## **Maximize Your Initial Call**

How important is it to you to close more business, more quickly at higher margins?

This session is for those people who believe they are leaving dollars on the table because they are not closing enough business and want to find a solution to that problem.

There are three things to keep in mind:

1. Your current sales process is perfectly designed for the results you are getting today – if you are not closing as much as you believe you should, then there is something in your process that has to change
2. That change starts at the beginning – the phone call to set up the appointment
3. To maximize the first meeting with your prospect, you must be different from every other salesperson they have met with

Sign up for this workshop delivered by Anthony Cole Training Group, an industry leader, working with companies for 27 years to help them close their sales opportunity gap.

**Want more information?**

Call us at (877) 635-5371, ask for Jeni or email: [jeni@anthonycoletraining.com](mailto:jeni@anthonycoletraining.com)



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