



Agenda

- Buying Motives
- Preparation and Exploration
- Strategic Questioning
- Application Survey
- Handling Objections
- Demonstration Guidelines
- FAB\$



8:00 AM to 2:30 PM

2 - 30 minute breaks during training for calling customers.

2:30 to 5:00 PM

ITC "In the Iron" – what customers will see Day 2