

## Sales 101: Your three-part advanced crash course in basic techniques for getting to yes

**Elementary Prospecting** Ace the basics of promoting a product or service, from building relationships on and offline, to how to get the meeting.

**The ABCs of Asking & Closing** Lock down the tools that open up the best way to get to yes. Navigate the sales funnel to ask probing questions, identify the problem, offer a solution, and ask for the order.

**Intro to Epic Follow-through** Persistence pays. When prospects don't say yes right away, you have keep asking until you get agreement. This intensive training on top tips and tactics will set you up to follow up in a way that's personal, creative, frequent, and effective.

### The SalesLab Sales 101 training series includes:

- Three 30-minute in-person sessions or live webinars led by sales and client acquisition expert Judi Rosenthal
- Customized communications for each session, including promo pieces and recaps with action items
- Ask Judi: Up to two hours total follow-up time for participants to ask questions and get support via email



Business Consultant and Self-Promotion Coach Judi Rosenthal is renowned for wielding her elite sales skills and exponential charm to win sales in any situation—from 5-star restaurants to cold calls and union halls. Judi capitalized on her selling superpowers at Ameriprise for 17 years, developed a nationally top-ranked coaching service for sales and client acquisition results, and is recognized as an industry expert at coaching financial advisors on self-promotion, personal branding and making sales. She trains advisors all over the nation on marketing and sales.

Judi's built a reputation as an ace facilitator and speaker on personal branding and high-value client acquisition at corporate events and conferences nationwide. She's in demand for speaking engagements in financial services, fashion, media, technology, and other industries. She regularly facilitates webcasts about marketing and selling.

Judi's appeared on *The Today Show*, CNBC's *Power Lunch* and CNBC's special live market coverage, she's a repeat guest on Martha Stewart Living Radio, and is quoted regularly in *The Wall Street Journal*, *The Washington Post*, the *New York Daily News* and on TODAY.com. Judi lives in New York City with her husband Theo, their daughter Jane, and their son Miles.

Ready to book your SalesLab? Contact Judi Rosenthal at [judirosenthal@gmail.com](mailto:judirosenthal@gmail.com) or 917.923.5687.

## Communication Ops: **Raise your gender IQ and rev up your sales**

**Interaction 411** Did you know women discuss problems to make a connection, and men hear problems as a request for advice? Get the lowdown on contrasts in communication, and leverage what you know to increase your conversions with women consumers.

**Trust Tactics** First, she's gotta trust you. It's the most important factor in whether women commit to do business. Hone in on top trust techniques to close more of the sales you ask for.

**Get Real** You need to get the whole truth about why she's not buying from you. Women disclose half-truths – what they're willing to admit – and hide whole truths. Know the most common reasons why they don't buy, and you can ask the right questions to get to yes.

### The SalesLab Communication Ops training series includes:

- Three 30-minute in-person sessions or live webinars led by women's marketing powerhouse Judi Rosenthal
- Customized communications for each session, including promo pieces and recaps with action items
- Ask Judi: Up to two hours total follow-up time for participants to ask questions and get support via email



Business Consultant and Self-Promotion Coach Judi Rosenthal is renowned as an industry guru of marketing and selling to women. Judi honed her skills as an independent contractor with Ameriprise for 17 years, where she built a booming financial planning practice with women executives in fashion and media, and launched and grew a consulting business for female advisors, many of whom are focused on marketing to women. She now trains advisors all over the country on marketing to women.

Judi's established a reputation as a top facilitator and speaker on personal branding and high-value client acquisition at corporate events and conferences nationwide. She's in demand for speaking engagements with Women's Initiatives and Due Diligence sales meetings in financial services, fashion, media, technology, and other industries. She regularly facilitates webcasts about marketing and selling to women.

Judi's appeared on *The Today Show*, CNBC's *Power Lunch* and CNBC's special live market coverage, she's a repeat guest on Martha Stewart Living Radio, and is quoted regularly in *The Wall Street Journal*, *The Washington Post*, the *New York Daily News* and on TODAY.com. Judi lives in New York City with her husband Theo, their daughter Jane, and their son Miles.

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