



Workshop: Was it Something I Said? The Language of Marketing

Was It Something I Said

Workshop Duration: 3 hours

Workshop Description

Both marketers and sales professionals tend to believe that by offering enough “benefit statements” they can corral a buyer into a “yes. But benefit statements are not enough to create desire.

The language of marketing is all about the language of collaboration—the language of problem solving. If you want to have prospects who are ready to make a commitment to you—and only you—at any cost—and right now, it’s not *their* mind that needs changing but *yours*. Because shifting from language that tells to language that sells is *all in the mindset*.

Who Should Attend

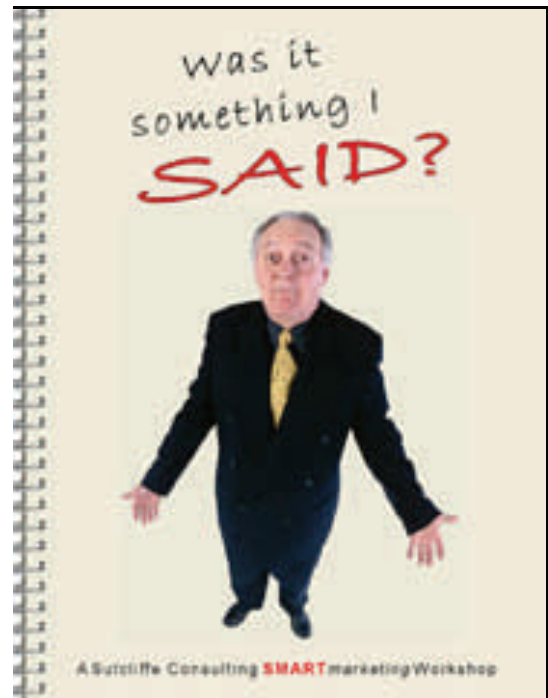
This workshop is for small business owners and sales professionals who want to close more sales by talking to fewer prospects, in less time.

What You Will Learn

- Language that creates excitement and desire
- Words that create a sense of urgency
- What to say to establish credibility and expertise
- How to use motivational “hot buttons”

At the end of this workshop, you will be equipped to:

- Use collaborative language to convert prospects into sales.
- Differentiate yourself from the competition—*in the buyers mind*
- Subliminally impact buyers decisions..



\$89.00 + GST

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