



B2B TEACHER  
NICK

2-DAY SALES TRAINING  
DAY 1

# AGENDA

ESTIMATE TIME	SESSION	TOPIC
9:00-9:30	1-0	(Opening) Nick's Sales Journey that can help you
9:30-10:00	1-1	American Business Culture
10:00-10:30	1-2	Developing Your Main USP
10:30-11:30	1-3	Selling Strategies to win More Customers
11:30-12:00	1-4	Email Success Rules
12:00-14:00	BREAK	LUNCH
14:00-15:30	1-5	Email Campaigns

<b>15:30-16:00</b>	<b>1-6</b>	Most Common Objections & Replies
<b>16:00-17:00</b>	<b>1-7A</b>	Working & Building Your Customer List
<b>17:00-18:00</b>	<b>BREAK</b>	DINNER
<b>18:00-19:00</b>	<b>1-7B</b>	Using the Phone Tree to Find Buyers
<b>19:00-20:00</b>	<b>DISCUSSION</b>	Sharing Lessons Learned from Today
<b>20:00-21:00</b>	<b>DISCUSSION</b>	Open Questions & Answers Session
<b>21:00-21:30</b>	<b>1-8</b>	Launching Your Own Brand In the US



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2-DAY SALES TRAINING  
DAY 2

# AGENDA

ESTIMATE TIME	SESSION	TOPIC
9:00-9:30	DISCUSSION	Review of Homework Assignment
9:30-10:00	2-1	More tactical Sales Strategies
10:00-10:30	2-2	Trade Show Success Plan
10:30-11:15	2-3	Mastering Online Meetings
11:15-12:00	2-4	Price Negotiations and RFQ's
12:00-14:00	BREAK	LUNCH
14:00-15:00	2-5	Developing an Accurate Sales Forecast

**15:00-15:30**

**2-6**

Top 2 Most Powerful Closing  
Techniques

**15:30-16:00**

**DISCUSSION**

Lessons Learned

**16:30-17:00**

Certificate Signing and Pictures

**17:00**

Class Dismissal