**Product page for B2B training business, spec**

**Background**

The audience is sales managers of B2B companies. Online and print ads drive traffic to the page. Some traffic also comes from links on the website’s homepage and from organic search.

People who land on the page know they have a problem – diminishing returns on traditional methods of getting serious sales prospects. So the page walks them through two steps in the sales journey.

First, it introduces them to a new solution to the problem that they’ve likely already heard about but may not be fully sold on: advanced live and online networking strategies that harness information to ensure people are ripe prospects before you contact them.

Second, it introduces them to this company’s training program as the ideal solution. That’s based on countering a common objection to training workshops: that we’ve spent money on plenty of those in the past and seen few long-term results. The page explains that, unlike other workshops, this one incorporates an extra proven training technique – long-term one-on-one follow-up consultations – to make sure people incorporate their new learning into everyday practice.

The key performance indicator is click throughs to sign up for an online demo.

**Product page for the *Networking for Sales Results workshop***

**Worried that cold calling misses your hottest leads?**

**Let us help your team master networking secrets…and find your best sales prospects faster**

Today’s sales managers face unrelenting pressure to better the numbers. In a recent survey by Forrester market research, CEOs awarded sales teams *a dismal C-* grade for their contributions to the business bottom line.

At the same time, traditional prospecting methods are losing power.

No doubt about it. Snagging leads with cold calls or emails has gotten tougher.

When reps reach out, too many calls go straight to voicemail. Emails fall into spam filters or overflowing inboxes and wind up trashed.

**Finding great leads demands a new strategy**

The key?

Leverage your reps’ online and real-world networks to gather critical intel. Intel that leads straight to the *very best, hottest leads.*

Which decision maker is already mulling a purchase? Which company is making changes that will make them ripe to buy in a few months?

That valuable info – and much more -- is out there. And the right networking strategy can capture it.

Says the *Journal of Personal Selling & Sales Management*: Strategic networking “is fast becoming the most reliable means of getting that all-important ‘first handshake.’”

**Why you’re right to distrust workshop trainings**

So the next step is to line up a workshop on these cutting-edge networking skills, right? Sure.

But you’re hesitant. Workshops are investments that have disappointed you before. Too often, learning doesn’t seem to stick or get implemented.

We hear you. And that’s where we come in.

Without “systematic, ongoing learning and reinforcement,” 84 percent of learned material is forgotten within three months, says *Training Industry* magazine.

That’s why our two-day networking workshops -- held onsite at your location – aren’t our whole story. Not by a long shot.

*After* your onsite workshop, our *Networking for Sales Results* programs goes that crucial extra mile to transform immediate learning into long-term sales results.

We follow each workshop with long-term one-on-one coaching that guides your team to apply proven networking strategies in their own current projects.

Sales teams who’ve completed the program have documented success.

For teams we’ve coached in the past three years, the number of live prospect appointments scheduled rose by an average 13 percent in the first six months and 27 percent in the next six months.

“I’m an old school cold caller. So I was skeptical” says XXX XXXXX, VP Sales, XXXXX XXXXXXX, Inc. “Boy, was I wrong. Within six weeks of the training, my team was setting significantly more appointments with key decision makers. And, as a bonus, the team’s morale is way up.”

**Let us coach your team to a win.**

Click here **to schedule a 20-minute online demo of our training in action.**