



Strategic Communication for Sales Success
Rethink how you communicate to win business.

Summary:

Clear, precise communication is essential for success. By understanding your audience and engaging effectively, you can drive greater revenue.

Topics to be covered:

- Understanding the prospect.
- Tools to deploy that generate the best response & control over opportunities.
- Strategy of word selection.
- How to handle challenging situations:
 - Contact goes silent.
 - Taking conversations off email and to a phone call.
 - Asking for a meeting (when previous requests have been ignored).
 - Getting clarity on deal likelihood.

Prerequisites:

- Anyone engaging with customers/prospects

About your presenter:

Amy Little is an Enterprise Sales Executive with over 25 years of experience in technology. Much of her career has been focused on healthcare and life sciences. She recently exited her latest employer Quid, where she led the Healthcare Division, to start Third Language with a simple mission. Help salespeople elevate their communication skills. It's a foundational program for navigating the dynamics involved in sales opportunities. She coaches the strategy and tactics of how to read opportunities, understand forces at play, and close deals.

Vitals

Cost:	\$30 (\$20 CDC members)	Difficulty:	Beginner - Intermediate
Class start time:	9:00am	Computer:	Not required
Class length:	2 hours (1 part)	Scholarships:	Available
Class size:	15 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403

Parking: Charleston Tech Center garage