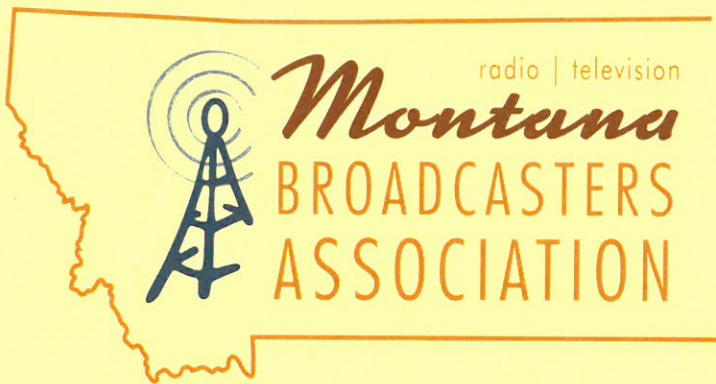


Montana Broadcasters Fall Sales Clinic



Please make plans to join Jeff Beals, October 9, 2017 in Helena at the Radisson Colonial Hotel, courtesy of your Montana Broadcasters Association.

Jeff Beals helps companies find better prospects, close more deals and capture greater market share. Beals is an international award-winning author, sought-after keynote speaker, and accomplished sales consultant. When he's not speaking, teaching or consulting, Beals works as executive vice president at NAI NP Dodge Commercial Real Estate in Omaha, Nebraska, USA, and he hosts a popular radio talk show. A frequent media guest, Beals has been featured in Investor's Business Daily, USA Today, Men's Health, Chicago Tribune and The New York Times.

Sales Prospecting Master Class

Prospecting is the lifeblood of the entire selling process, but it is harder to do than at any other time in history. There are four reasons: 1. Prospects are busier than ever, making them distracted and difficult to reach; 2. Products and services are too often viewed as commodities; 3. Salespeople all sound and act the same. Too many of us utter the same meaningless jargon and gimmicky sales lines; and 4. Prospects have access to unprecedented information about products and services, but despite being highly informed, they are often not accurately informed.

The combination of these four challenges has turned prospects into price-sensitive buyers who are hesitant to engage with salespeople.

This master class will give sales professionals a step-by-step guide to prospecting as well as actual language you can use to engage prospective clients as soon as you return to your office. You will learn how to define and find your ideal prospects, develop sales language that allows you to confidently engage cold prospects, and leverage email/voicemail to your advantage. Most importantly, this master class will help you develop a prospecting mindset that allows you to overcome call reluctance and sell more confidently!

Prospecting is not just something sales professionals do to fill their pipelines.

Prospecting is a mindset, and for the most successful

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This class will help you embrace prospecting and overcome the crisis of empty pipelines!