



## EPIC™ SELLING WORKSHOP

a simple and more natural way to market and sell

**THIS WORKSHOP IS FOR CONSULTANTS, SALES PROFESSIONALS, AND SUPPORTING TECHNICAL PROFESSIONALS SUCH AS ENGINEERS, SCIENTISTS AND ACADEMICS.**

### Why this is so important to you

Knowing what to pitch and timing it properly to a prospective customer is the most important success factor yet it is the least practiced approach.

In a new paradigm, 'buy' decisions are made first and the justifications follow.

Traditional Sales training focuses almost entirely on the 'sell-side' and tends to be overly prescriptive in its application.

Most clients are looking to you to be a long-term strategic partner, not just a vendor to sell products and services.

Selling with your 'heart' is as important as selling with your 'head'.

**129 Group** is located in Ottawa, Canada. We provide business & management consulting as well as sales development services to high-growth companies in the telecommunications, energy and software sectors.

### Contact

Unit 1 - 4 Wallace Crt.  
Ottawa, ON, Canada  
K2R1E1

course@129group.com  
(613) 612-9978

### Registration Details

- 1 day program offered in Ottawa, Toronto and Montreal
- Small group sizes allow for personalized learning and group discussion

### Workshop outcomes

- Learn to apply both the Science and the Art of selling
  - Find and assess new opportunities and engage with prospective clients
  - Apply techniques to increase sales-effectiveness
  - Communicate confidently and deliver the appropriate 'value proposition'
  - Advance opportunities using a simple, intuitive system
  - Gain more 'sales self-confidence'
- ...all while using your own personal style and natural language*

**Sudhir Tiwari** has more than 10 years experience as a Management Consultant, and over 20 years experience in related fields working with North American and International companies. His focus is in the areas of Organizational Development, Sales effectiveness, Leadership, and Technology-enabled Sales & Marketing.



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