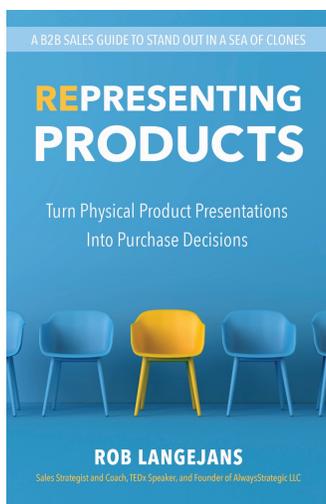


REPRESENTING PRODUCTS Training



In a world where buyers are overwhelmed, distracted, and skeptical, showing a product isn't enough. Salespeople must re-present—to think differently, speak strategically, and make physical products feel essential to the customer's success. In **REPRESENTING PRODUCTS**, sales strategist Rob Langejans introduces **The ReP Method™**, a practical framework built for salespeople who present tangible solutions in complex B2B sales. Structured around three core disciplines—Reach, Reveal, and Relate—this book guides salespeople with research, tools, and practice tips for helping the customer see how their product is different.

NEXT: Bring the book to life with training!

THE BOOK IN ACTION:

REPRESENTING PRODUCTS Training brings **The ReP Method™** to life with proprietary tools and methods to help you persuade customers and win:

- REACH:** Connect with buyers by reaching their decision-making brain.
- REVEAL:** Apply our proven method to stop a simple product 'review' and instead 'reveal' product considerations that make the buyer see you as the first choice.
- RELATE:** People buy from people. Customers makes judgements about a salesperson in three channels:
 - Visual:** Presenter appearance and body language.
 - Vocal:** Sincerity is often perceived through the vocal tone.
 - Verbal:** Our *Reveal Framework* to lead the customer to a decision in your favor.

PROGRAM DETAILS:

- ⇒ Small group size to allow for personalized feedback and coaching.
- ⇒ The *Reveal Framework* and other tools for persuasive product presentations.
- ⇒ Videotaping so that participants can see themselves as the customer sees them.
- ⇒ Information, feedback and coaching on the Visual, Vocal and Verbal channels.
- ⇒ Agenda in 3 parts:
 1. Virtual session on the *Reveal Framework* and supporting tools - 90 minutes.
 2. In-person session at your location - 1 day.
 3. Virtual customized reinforcement session - 90 minutes.
- ⇒ Program Investment for up to 8 participants: \$9500 plus travel.

Contact us today to schedule your program!