

# How to Effectively Manage the “FAB” Sales Process for Greater Results

“The Sales Pro”

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## FEATURES

## ADVANTAGES

## BENEFITS

This program is developed to help professional salespeople create a proven and effective sales process for greater results. The “**FAB**” process will help Sales Professionals stay focused to the sales process, and their customer’s best interest and benefit.

*Larry will share over 23 years of management and sales training expertise with your “Sales Team” to help your people maximize their sales efforts, and achieve their sales objectives.*

### Benefits from this “Sales Performance” Workshop:

- Interactive Role-Plays, (Video “VHS” available upon request)
- Understanding the Features
- Bridging the Advantages
- Selling the Benefits

*“Features tell, and benefits sell”*

**“My mission is your success”™**



*Larry S. Cockerel*

For more information please visit: [www.larrycockerel.com](http://www.larrycockerel.com)

*“Helping people and organizations maximize their potential”™*