



Growing Forging Sales in These Pandemic Times
Session 1: January 25, 2021
Session 2: January 27, 2021
Live Virtual Workshop

SESSION 1: January 25, 2021

1:30 p.m. (ET)	Introduction/Openings
1:45 p.m. (ET)	Managing Your Business
2:00 p.m. (ET)	Managing Your Time
2:15 p.m. (ET)	Break <i>(15 mins)</i>
2:30 p.m. (ET)	Closing for Meetings (including outreach cadence)
2:45 p.m. (ET)	Meeting Prep and Agenda Setting/Socializing
3:00 p.m. (ET)	Outreach Emails and Voicemails
3:15 p.m. (ET)	Review Top Learnings
3:30 p.m. (ET)	Session 1 Adjourns

SESSION 2: January 27, 2021

1:30 p.m. (ET)	Recap of Session 1
1:45 p.m. (ET)	Asking Qualifying and Discovery Questions
2:00 p.m. (ET)	Communicating Your Company's Product Value Proposition
2:15 p.m. (ET)	Negotiating Objections
2:30 p.m. (ET)	Break <i>(15 mins)</i>
2:45 p.m. (ET)	Sample Questions and Objections
3:00 p.m. (ET)	Review Top Learnings
3:15 p.m. (ET)	Workshop Concludes