WHY SELL? WHEN YOU CAN...

# Train Your Customers to Buy!

What if you could **TEACH** customers **TO WANT** your products rather than needing to sell them?

In this empowering seminar, you'll discover how to change your customers' "buying behavior" using recognized adult learning techniques.

### Ask yourself, why does...

- Apple® hold free classes to teach people about its newest gadgets.
- Whole Foods Market® offer in-store cooking demonstrations.
- An accounting firm teach its clients about the new tax laws.
- NASCAR have a section on its website called NASCAR 101.

## Because the more educated customers are...

- The more they sell themselves, becoming loyal advocates of your brand.
- The more value they find in your products & services.
- The more likely they are to act.
- The more you differentiate yourself from your competition.



Any business – retail, b2b, product, or service-oriented can benefit from these simple, costeffective methods.

We're not trying to replace your sales process or bore you with one of our own. These techniques can augment any sales approach.



### By attending this seminar, you'll create a plan to...

- Identify the training opportunities that exist for your products & services (what to teach).
- Create a strategy for effectively training your customers (how to teach).
- Develop your own training events and media delivery platforms.
- Better understand your customers and their behavior.
- Evaluate the effectiveness of your training plan.

Reap the rewards of customers **LEARNING** they can't live without you.

#### **About the Presenter:**

A recognized expert in training, Robert Bilotti is also a former advertising Creative Director, and has helped some of the top companies increase sales through education.