



# WHY YOU? WHY YOU NOW?™

#WYWYN #Prospecting

## ½ Day Prospecting Workshop

For many of us, the most challenging step in the sales process can be getting the attention of our prospects. How do you get a meaningful response from an executive when they often receive hundreds of email and voicemail requests every week?

Simply put, the typical cold-calling methods we have been taught don't work.

Now, in a public setting, you can learn the same award-winning technique that solves the problem that so many sales professionals face every day: "How do I get someone to call me back?"

The answer is **Why You? Why You Now?™**

In this breakthrough ½-day workshop, you will "un-learn" the mistakes that salespeople mindlessly repeat, and learn to speak a "new" language that will dramatically change the way you connect on every call and email.

### Who should attend?

**Pre Sales | Direct Sales | Business Development**

Graduates of this program acquire superior presentation skills designed to facilitate the executive-level conversation. Reps will learn key communication strategies to "frame" opportunities, qualify buyers and handle objections.

### Registration

**\$395.00 per attendee**

Cost includes attendance to our ½-day workshop and all course materials. Multiple attendee discounts may apply.

To register, visit: [mjhoffman.com](http://mjhoffman.com)

For questions, contact us at **617-371-2905** or [info@mjhoffman.com](mailto:info@mjhoffman.com)

**@mplante511**

**"The sales and prospecting techniques of @mjhoffman never fail. They're incredible."**

Matthew Plante, Vice President of Sales, EnerNOC, Inc.



½ Day  
Prospecting Workshop

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## Agenda

REGISTRATION	8:00am - 8:30am
WORKSHOP	8:30am - 12:00pm

## In this workshop, you will discover:

- How to connect with C-level executives in less than 30 seconds
- Powerful emails that fit on the screen of a smart phone
- How to be persistent without pestering
- Why typical subject and signature lines hurt us...and how to fix them
- The best (and worst!) days, and times to reach authority
- How 5 minutes of research can relieve the awkwardness of any first call
- How to navigate your way to power through both gatekeepers and voicemail



## About Jeff

A successful entrepreneur and sales executive, Jeff Hoffman currently consults with industry leaders throughout the world on the topics of entrepreneurship, sales, and personal development.

With a 25-year record of outstanding results, Jeff has delivered sold-out presentations to thousands, including audiences within the Fortune 500 and many of the world's top universities.

His award-winning techniques are now taught in 23 countries across 6 continents, and his achievements have been cited with numerous business awards, as well as profiled in *Inc. Magazine*, *Fortune*, *The Boston Business Journal* and *Mass High Tech*.

**“Simply put, Jeff’s approach to prospecting and creatively starting conversations within C-level ranks is unparalleled.”**

Eric Steele,  
Business Development,  
Forrester Research



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