Sales Training: The Reasons Prospects Buy

February 14, 2023 11:00 am - 1:30 pm

11:00AM
Session 4: The Reasons Prospects Buy
Learn how to identify the prospect’s problems, and the implications to align proposals and close business.
Joe Ippolito
Principal
Sandler

12:30 PM
Lunch

1:30 PM
Adjournment

About the Series
This session is part of MIT Startup Exchange Sales Training, a series of complimentary learning sessions designed for the Exchange’s startups and entrepreneurs. Throughout the seven series, participants will learn how to implement the most effective systems into their sales functions to scale their teams faster and more predictably to:

- Create more new business opportunities
- Close a higher percentage of those opportunities
- Close them faster and not miss forecasts and quotes
- Close them for more money where applicable