



Sales Training: New Business Acquisition - Session 2

May 17, 2023 11:00 am - 1:30 pm

11:00AM **New Business Acquisition-Session 2**

Learn how to identify the prospect's problems, and the implications to align proposals and close business.

Joe Ippolito
Principal
[Sandler](#)

12:15 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*