

In a world where buyers are overwhelmed, distracted, and skeptical, sharing product features in a product presentation isn't enough. Salespeople must re-present—to think differently, speak strategically, and help the customer see a difference between their products and direct competitors.

In his new book, **REPRESENTING PRODUCTS**, sales strategist Rob Langejans suggests sellers stop making product presentations and instead make a customer presentation about their product. Incorporating **The ReP Method™**, a practical framework with three core disciplines—Reach, Reveal, and Relate—this book-based training session guides salespeople with research, tools, and focused coaching to bring the customer a presentation than helps them see a difference.

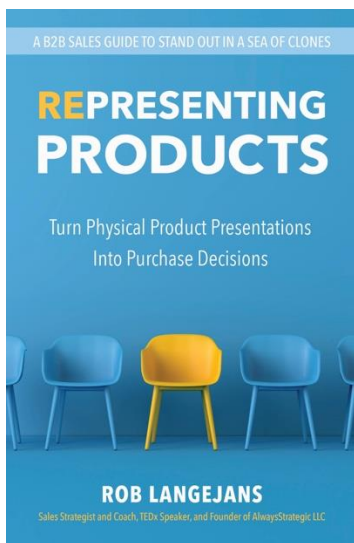


THE BOOK BEYOND:

REPRESENTING PRODUCTS Keynotes bring additional insights and thinking to the book content. Motivate and inspire your sellers to:

- REACH:** Connect with buyers by reaching their decision-making brain.
- REVEAL:** Stop a simple product 'review' and instead 'reveal' product considerations that make the buyer see you as the first choice.
- RELATE:** People buy from people. Customers makes judgements about a salesperson in three

KEYNOTE TOPICS (customized for your team):



These are topic ideas to bring to your event. Topics can be customized for your event theme and purpose. Every keynote includes audience interaction.

- ⇒ Five Core Truths in B2B - Master or Miss Out
- ⇒ What Buyers Don't Know Can't Help Them!
- ⇒ Risky Business (how risk is key when buyers need to decide)
- ⇒ Reach. Reveal. Relate. The New Art of Product Presentation
- ⇒ Make It Obvious: How to Help Buyers See the Difference
- ⇒ The Science of Showing: How to Influence Decisions Through Presentation
- ⇒ Better Than a Demo: Transform How Your Team RePresents Solutions
- ⇒ Sell the Difference, Not the Details: Furniture Presentations That Persuade

Book Rob for your event now!