



What if your team could transform a routine product demo into a compelling, customer-centered conversation—one that earns trust, changes perception, and drives decisions?

This is Representing Products Training, a high-impact, research-based experience led by sales strategist Rob Langejans—author of the new book **Representing Products** and founder of AlwaysStrategic.

THE BOOK IN ACTION:

REPRESENTING PRODUCTS

Your team will learn to use The ReP Method™—a proprietary, three-part framework built specifically for contract furniture sales. This isn't theory—it's a hands-on, coach-supported experience that helps sellers:

REACH: the decision-making brain with a more intentional message structure

REVEAL: product strengths in a way that's persuasive, not conventional

RELATE: through visual, vocal, and verbal presence that builds trust

PROGRAM FORMAT:

1. Virtual customization call with Rob Langejans and sales leader (60 min)
2. Virtual team kickoff: Reveal Framework + tools (90 min)
3. On-site team training and coaching (1 day)
4. Virtual team reinforcement and customization call (90 min)

Investment: \$7,500 + travel (for up to 8 participants)

Contact us today to develop your team!