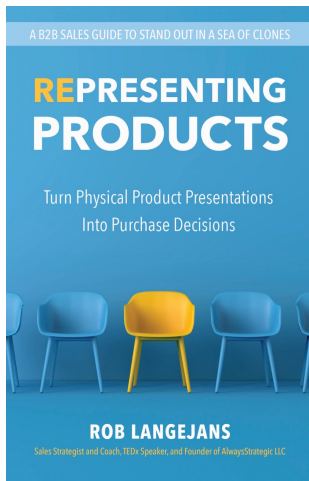


## Training for teams who sell tangible products



### THE PROBLEM

Buyers are overwhelmed, distracted, and skeptical. When every product looks similar, features don't persuade—*clarity does*.

Too many salespeople review product specs. Few know how to *re-present*—to connect strategically, reveal value persuasively, and relate in ways that build buyer confidence.

### THE SOLUTION

REPRESENTING PRODUCTS training is based on the book by Rob Langejans and brings **The ReP Method™** to life—a practical, research-based framework for sales teams who present physical products in complex B2B sales.

Equip your team to:

**Reach** the decision-making part of the buyer's brain

**Reveal** what makes your product the clear choice

**Relate** with visual, vocal, and verbal cues that build trust

Transform product overviews into buyer decisions—with tools, practice, and coaching that stick.

### WHAT'S INCLUDED

- ✓ Practical tools from *Representing Products*
- ✓ Small group feedback and coaching
- ✓ Videotaped practice with insight into how buyers see your team
- ✓ A mix of virtual and in-person sessions

### FORMAT & INVESTMENT

- 90-min virtual kickoff
- 1-day in-person training
- 90-min virtual reinforcement and coaching
- Up to 8 participants | \$7,500 + travel

Help Your Team Stand Out and WIN!  
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