Joining Instructions

Hi **[Insert Name]**,

I am delighted to invite you to a Benefits Selling and Overcoming Objections Boost workshop on **[Date]** at **[Time]** in **[Venue/Location].**

The workshop will last **[xx mins]**and we will cover the following topics:

* Selling using features and benefits
* Using General Benefit Statements to communicate a proposition and describe ‘what we do’
* Positive language and the use of tone
* Positive body language when selling
* Overcoming objections / outweighing with benefits
* Gaining commitment

You will need a notepad and pen for the session.

Please let me know if you have any questions.

Regards,

**[Facilitator Name]**