



## Webinar Events *live & interactive*



# Selling Through the CV19 Outbreak

**Presented by:** Craig McGregor

**Delivered as:** A live and Interactive 90 minute webinar

Includes as much practical work and interaction as possible, and: theory-led discussion; real-life examples, comparison and analysis; individual (and team) objectives.

**Suitable for:**

Anyone who is talking to B2B clients during the pandemic. How do you deal with the new reality and maintain sales while still building loyalty?

**You will learn:**

- Managing client communications
- Broadcast messages and positioning
- Managing client expectations
- Embedding and extolling your brand values
- Mid to longer-term planning
- Building client loyalties
- Action Points

**What next?...**

- Emerging Positively from CV19
- Account Management

Ask about post-course 30 – 60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email **[enquiries@gbclearning.co.uk](mailto:enquiries@gbclearning.co.uk)**