

Sales Strategies

Course Outline – The instructor will present proven strategies and techniques for penetrating accounts by rating customers (Goats and Sheep) and building a matching strategy.

Developing questions intended to get the customer to share information more readily *How to Win* and maintain your customer's mindshare by listening for the customer. The three parts of a relationship and how to build all of them with your customer.

Who should attend – All salespersons, counter, customer service, inside, outside, product specialists and sales trainees.

PDH:
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Time and Date:

Thursday, May 7, 2026
8.30 AM-10 AM
Class Duration: 1.5 Hours

Location:

EBMI Office Suite 203 | 900 S. Highway Dr. | Fenton MO 63026

Instructor:

Mark Serafino | 314.713.0967 | Sincerely Speaking LLC.

Tuition and Fees:

Tuition due two weeks prior to course start date.

Employees of non-member firms	\$195
Employees of EBMI member firms	\$175
Late Fee (additional \$50) Paid after two weeks prior to start date of class.	\$50

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