



LEHMAN
COLLEGE



VICTORY
LAP

WEBINAR

High-Impact SALES STRATEGIES



Thursday, March 19
4:00PM



linktr.ee/bronxsbdc

Level up your sales!

- ✓ **The Psychology of Personalization:** How to tap into the buyer's brain to earn a click
- ✓ **From Research to POV:** A repeatable system for turning cold data into a compelling **Point of View** to increase sales
- ✓ **Writing for Today's Busy Buyer:** How to craft concise and high-impact communication that cuts through the noise of a busy inbox
- ✓ **The Art of the Follow-Up:** Strategic techniques to stand out and close the deal

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Brian Bar
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