



# INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

A new sales opportunity comes in. It's big and shiny and the advisor wants what you have. At first the conversations go well, but then the sale starts to slow down and the sense of urgency fades away. Eventually, the sale stalls altogether and the advisor goes to radio silence.

## STUCK SALES

**Pre-Work:** Participants identify two stuck sales they would like to get moving again and gather the information they will need to work on them during the Stuck Sales Clinic.

### Agenda (full day):

- Why sales get stuck.  
*It all depends on where the advisor is in the buying process.*
- How to keep them from getting stuck.  
*Wouldn't it be better that way?*
- What to do when they get stuck.  
*Hey, it's still going to happen from time to time.*
- Practice with common stuck sales scenarios.  
*All this has happened before and all this will happen again.*
- When to walk away.  
*A tough choice, but one that can actually increase sales results.*
- Individual stuck sales scenarios.  
*Participants tackle their two stuck sales from the pre-work.*

**Reinforcement:** In the three weeks following the training session, participants receive a series of three emails with additional insights into how to unstick a stuck sale. Participants will also be welcome to contact the workshop leader to further discuss or strategize about stuck sales opportunities.

### About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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