

December 2020

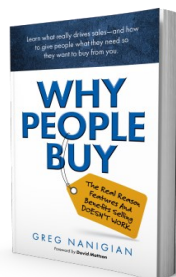
11:30 a.m. to 1:00 p.m. \*\* Thursday workshop \*\* (Register for Braintree or live stream)  
12/3 [Uncovering the Prospect's Budget](#) - SCC (No guests)  
Facilitated by Andrew Botieri

11:30 a.m. to 1:00 p.m. \*\* Thursday workshop \*\* (Register for Braintree or live stream)  
12/10 [How to Negotiate with Different Personality Styles](#) - SCC  
Facilitated by Jeff Morgenthaler (Guests welcome one time)

11:30 a.m. to 1:00 p.m. \*\* Thursday workshop \*\* (Register for Braintree or live stream)  
12/17 [Pipeline Challenges and Closing Clinic](#) (Guests welcome one time)  
Facilitated by Greg Nanigian

12/24 No Class - Christmas Break

12/31 No Class - Christmas Break



### Why People Buy

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation.  
Written by Greg Nanigian. \$19.95

Live streaming workshops will be recorded.  
Guests are welcome by advance notice - please respect one class and meeting limit.

**NOTE: Advance registration is required as programs can reach capacity.**

For registration assistance call (617) 338-0993 or e-mail [cs1@gnatraining.com](mailto:cs1@gnatraining.com)

Strategic Customer Care classes are denoted with "SCC".

400 Washington Street • Suite 302 • Braintree, MA 02184

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

200 Clarendon St • 19th Floor • Boston, MA 02116

*"98% of the population want to feel OK about themselves."*

January 2021

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
1/7 [Pre-Call Planning](#) - SCC  
Facilitated by Andrew Botieri

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
1/14 [Overcoming Call Reluctance & Making the Call](#) - SCC  
Facilitated by Will Longwe

11:30 a.m. to 1:00 p.m. (Guests not allowed) (Register for Braintree or live streaming)  
1/21 [Negative Reverse Selling](#) - SCC  
Facilitated by Andrew Botieri

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
1/28 [Pipeline Challenges and Closing Clinic](#) - SCC  
Facilitated by Greg Nanigian

February 2021

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
2/4 [Negotiating & the Counter Measures](#) - SCC  
Facilitated by Jeff Morgenthaler

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
2/11 [Uncovering Your Prospect's Pain](#) - SCC  
Facilitated by Jeff Morgenthaler

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
2/18 [How To Improve Your B-A-Ting Average](#) - SCC  
Facilitated by Andrew Botieri

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
2/25 [Pipeline Challenges and Closing Clinic](#) - SCC  
Facilitated by Greg Nanigian

March 2021

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
3/4 [How to Interpret Body Language](#) - SCC  
Facilitated by Greg Nanigian

11:30 a.m. to 1:00 p.m. (Guests not allowed) (Register for Braintree or live streaming)  
3/11 [Hanging Tough on the Money Step](#) - SCC  
Facilitated by Jeff Morgenthaler

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
3/18 [Pipeline Challenges and Closing Clinic](#) - SCC  
Facilitated by Greg Nanigian

11:30 a.m. to 1:00 p.m. (Guests are welcome) (Register for Braintree or live streaming)  
3/25 [No More Cold Calls](#) - SCC  
Facilitated by Andrew Botieri

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