

# WET CEMENT

## Distance Learning Empowering Fearless Teams & Organizations

### VIRTUAL TRAINING UNITES YOUR TEAM AND POWERS YOUR GROWTH

In our new reality, business leaders are challenged with keeping customers engaged and displaced employees productive. Our turnkey online programs help motivate and empower your teams with critical skills to drive better business outcomes.



#### The Win-Win Negotiation: Positioning to Achieve Your Goals

Does the word 'negotiation' make your team feel anxious? Do they shy away from difficult conversations because they haven't been trained on how to approach them? Enable your team with strategies and techniques to confidently strike a deal that meets your objectives. We combine academic research, proprietary data and decades of experience negotiating complex deals to inform our 12-point plan that maximizes value and relationships for any negotiation. We'll guide your team with a proven framework to fearlessly pursue the win.

Attendees will:

- Build confidence and a proactive action plan that gives them control
- "Know their Numbers" to assess reciprocal value and anchor the negotiation in their favor
- Frame the conversation and concessions to find common ground
- Approach a negotiation from a win-win mindset so both parties achieve their objectives



#### Communicating with Power Online

In the new era of virtual meetings, it's critical that everyone's voice is heard. We train your team to be effective virtual and in-person communicators, so they become masters of presence, message and delivery. We help your leaders develop new skills to engage participants online and enhance culture. Our curriculum includes communication best practices and guidance on valuable technologies that promote collaboration. Private one-on-one coaching offers focused attention for team members who can benefit from a 20-point checklist to assess strengths and areas for improvement across verbal and non-verbal delivery, content, storytelling and more.

Attendees will:

- Create meeting engagement plans to garner interaction while minimizing interruptions
- Engage customers and network with prospects through online thought leadership
- Become 'Confident Communicators' who avoid the "7 Deadly Sins of Speaking"
- Learn methods to be clear, direct and assertive so their ideas are heard and embraced

Contact [info@wet-cement.com](mailto:info@wet-cement.com) to schedule a free consultation.

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## Pitch to Win: Sales Communications & Coaching for Growth

Designed for sales professionals pitching new business virtually, this program helps teams polish their delivery and project the confidence, power and charisma that wins over clients. First, we assess your team's strengths and development needs across Strategy, Content, Communications, Confidence and Connections. We then develop a customized program to help your team nail WHAT to say and HOW to say it to drive buying behavior. In private coaching sessions, we advise on optimal pitch content, narrative and delivery. Each attendee (and manager) receives a Personal Development Plan to support ongoing improvement.

Attendees will:

- Represent your brand with confidence to fearlessly pursue and win new business
- Build powerful materials to engage, persuade and influence online
- Become better storytellers to keep customers engaged and drive emotion
- Learn loss and gain-framing techniques to encourage customer action

**“We would never risk going into a big pitch without the help of Wet Cement.”**

-- David Kyne, CEO of Evoke Kyne



## Virtual and Social Selling

Sales professionals need an online selling strategy to deliver business growth. We help them maximize LinkedIn Navigator to target and engage new prospects, scaling their efforts with templates and techniques that drive conversion. We provide best practices to target prospects and proactively prepare for pitches. Our curriculum also connects learnings to the broader LinkedIn platform so users can establish themselves as thought leaders.

Attendees will:

- Learn LinkedIn strategies to target, engage and convert prospects into customers
- Build a comprehensive Contact Roadmap to guide their sales strategy
- Categorize and target leads then develop personalized communications to engage them

**READY TO ACCELERATE YOUR TEAM'S GROWTH?**

Contact us at or [info@wet-cement.com](mailto:info@wet-cement.com) | Visit [WetCement.com](http://WetCement.com) to learn more

**PROUD TO BE A DIVERSE SUPPLIER**

NAICS Codes: 611430, 541612, 541611, 611699



Wet Cement is certified as a Disability-Owned Business by Disability:IN, a Woman-Owned Small Business by the US Small Business Administration and a Women's Business Enterprise (WBE) through the Women's Business Enterprise National Council (WBENC).

Wet Cement supports other diverse suppliers through discounted services.