

## SELLING RETAINED BUSINESS - 2 hours

Who should attend: Consultants who wish to learn the techniques involved in selling retained business regardless of your speciality.

### Introduction

- What is retained business?
- What are the benefits?
- In what instances are retainers appropriate

### Concepts

- Overcoming negativity
- The fee for service concept

### Structure

- Introducing the concept
- Overcoming objections

### How to close

- Asking for the retainer
- When, why and how

### Role Plays to build confidence