**Sonlight Training Conference**

**February 2014**

**Let’s Intrigue Our Prospects!**

Interactive Workshop Led by Kelly Lutman

The goal is to develop a 60-second introduction that raises your prospect’s eyebrows.

**Did you know ….**

(address the scope of the problem)

**Did you know ….**

(address the urgency of the issue)

**Did you know ….**

(the trend)

**IMAGINE ….**

(3 attributes of Sonlight that speak to these points)

*Watch the eyebrows for engagement …*

**“You don’t have to imagine it, Sonlight offers …..”**