

THE CHALLENGE

WE'RE SELLING IN THE MOST COMPLEX RELATIONAL LANDSCAPE WE'VE EVER FACED.

Buyers are flooded with options, distrustful of salespeople, and emotionally disconnected. Teams are under pressure to close faster, with fewer resources—and it's creating friction, burnout, and missed opportunities.

THE ANSWER

HOST MINDSET MASTERCLASS: SALES

How a Host Mindset Builds Unshakable Trust in an Overwhelmed Market. How can I help you?

THE HOST MINDSET APPROACH

The key to trust in today's market isn't persuasion - it's presence.

The Host Mindset reframes sales as hospitality: the act of making someone feel safe, seen, and valued. When sales professionals shift from convincing to hosting, prospects become people, and transactions become relationships.

This workshop helps teams unlock a timeless truth: **people buy from people who make them feel understood.**

WHAT'S INCLUDED

- **3-Hour Masterclass** led by Steve Fortunato & team
- Live, anonymous Host Mindset assessment
- Relational sales-focused team-building exercises
- Practical handouts for everyday use
- A signed copy of *The Urgent Recovery of Hospitality* for each participant

OPTIONAL ADD-ON

roomforty Hospitality Experience (+\$1,000)

Includes light lunch service with:

- Chef-curated cheese & charcuterie spread
- Tréy-passed seasonal canapés

A tangible taste of what it's like to be hosted at our retreats.

KEY TAKEAWAYS

- A relational sales framework that builds long-term confidence
- Tools to make every touchpoint feel personal and memorable
- Why trust, care, and connection outperform scripts & pitches
- How to shift from pressure to presence - and close with integrity
- **For teams of 20–30 people**

Ideal for: Sales teams, business development, client success

Investment: \$2,000 flat

Optional hospitality food and beverage add-on: +\$1,000

Book a discovery call with Steve to learn more!

