

Layton City Small Business Seminar



From Product Pitch to Profit: High-Level Sales Strategies

Learn how to move beyond simple features and start solving the complex problems your customers care about most.

Move beyond traditional outreach to master the competitive landscape of 2026. This session will dive into consultive selling, teaching you how to pivot from simple product pitching to high-level problem solving that resonates with today's research-heavy buyers.

Contact Morgan Cloward
to sign up today!
mcloward@laytoncity.org

May. 7, 12:00-1:00 pm

Layton City Center [lower level]
437 N Wasatch Drive, Layton, UT



Gary Baker
President, Consultive
Sales Group

Sponsored by: First Community Bank
and Layton City

**Ready to transform your sales approach?
Register now to secure your spot at our
upcoming seminar.**



Free Lunch

Layton City Economic Development: 801-336-3770