

Your team speaks English. But do they *close* in English?

Commercial English training for sales teams selling into English-speaking markets.
Built on your team's actual calls, objections and product — not on a generic business-English syllabus.

WHERE THE DEAL IS LOST

They answer, but don't lead

They handle the questions well, but never steer the call to a next step. It ends with no commitment.

Objections stop them cold

"It's too expensive." "Send me an email."
Without the exact phrases to respond, the objection ends the deal.

Follow-up never goes out

Writing the follow-up in English is hard work, so it gets postponed. Deals go cold from silence, not price.

Tone works against them

Translated literally from Spanish, English can sound blunt or unsure. The prospect never says so — they just stop replying.

WHAT THE PROGRAM INCLUDES

- ✓ **Individual entry assessment.** CEFR level (A1–C2) per rep, plus a team-wide map.
- ✓ **Content built on your operation.** Your scripts, your product, your real objections.
- ✓ **Live call role-play.** Opening, discovery, objection handling, closing, follow-up.
- ✓ **English objection & phrase bank.** A document your company keeps and reuses.
- ✓ **Follow-up templates.** Emails and messages the team can use the same day.
- ✓ **Entry vs. exit report.** Per-person results with individual recommendations.

FORMAT

Duration	8 or 12 weeks
Cadence	2 sessions / week
Group size	6 to 12 people
Delivery	Live, online
Language	English
Investment	Quoted per engagement

HOW RESULTS ARE MEASURED

What you receive at the end, in writing

Entry vs. exit English level for every participant (CEFR A1–C2), plus a performance assessment on live call role-play. If your operation already tracks conversion, contact rate or call duration, we align the report to those indicators so you can compare before and after against your own numbers.

WHO RUNS THE PROGRAM



Juan Manuel Bayon

Born in Colombia, raised in the United States — English and Spanish are both native to him. Four decades selling, negotiating and closing in English across US sales, finance and real estate, plus years as a corporate trainer. Over 1,000 students trained.

“I closed deals in English for 40 years in the United States. I'll teach your team to do exactly that.”

First step: a no-cost team diagnostic

We assess up to 10 people on your team and hand you the report. It's yours whether or not you run the program.

- CEFR level map, person by person
- The 3 gaps costing you the most deals
- Recommended plan: which group to train first
- A 20-minute call to walk you through it