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extended-release capsules



Objection Handling Workshop

New Hire Training

Workshop At-A-Glance

Workshop Goal

This workshop is designed to enable learners to respond to HCP objections and questions confidently and compliantly.

Learning Objective

Upon completion of this workshop, participants will be able to:

- ✓ Confidently and compliantly deliver appropriate responses to potential HCP objections and questions using the A.C.S.T. format

Materials Needed

- ❑ Sticky note easel paper
- ❑ Frequently Asked Questions: Reference Document (IP000793)
- ❑ Onboarding Workbook:
 - ❑ Resolving Questions and Objections Road Map Worksheet
- ❑ Markers
- ❑ 2 buzzers

Key Reminders for Facilitator

- Test your technology prior to the meeting.

Agenda

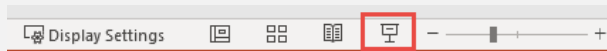
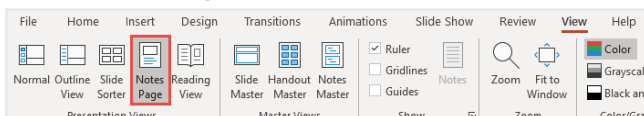
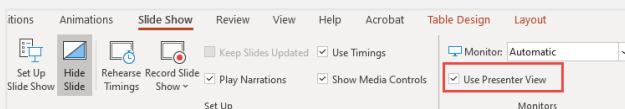
Time	Segment
5 min	Workshop Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Workshop Conclusion
105 min	TOTAL TIME

Facilitation Tips

- Changes to the workshop may need to be made depending on the number of attending participants and whether the workshop will be held in-person or virtually.
- Throughout the workshop, you will see **Facilitation Tips** that provide suggestions of how to tailor activities to accommodate differing group sizes and delivery modalities.
- The time dedicated to each segment in the agenda above may be modified depending on the experience level of the new hire(s). Please adjust activities and time dedicated to each accordingly.
 - Note: Decide when/if to take breaks dependent upon participant engagement and needs.

How to use this guide

This workshop is developed in PowerPoint (PPT) to function as both a Facilitator Guide and presentation slides. Prior to the workshop, review this page to familiarize yourself with how to navigate the PPT seamlessly during the session.

View	Primary Audience	Primary Audience Sees	How to Access This View
Slideshow	Participants	<ul style="list-style-type: none"> Full-screen slides Share this view with participants on the big screen (in person) or on screenshare (virtual) 	<ul style="list-style-type: none"> Click the slideshow icon in the <i>Display Settings</i> on the right side of the bottom bar  <ul style="list-style-type: none"> OR, click Slide Show on the top menu bar and select From the Beginning or From Current Slide
Facilitation Notes	Facilitator(s)	<ul style="list-style-type: none"> Slide thumbnail Facilitator directions for that slide 	<ul style="list-style-type: none"> Click View on the top menu bar Select Notes Page (not Notes Master)  <p><i>Note: This same view appears in your PDF Facilitator Guide for printing and mark-up prior to the workshop.</i></p>
Presenter View (with multiple screens)	Facilitator(s)	<p>On presenting screen:</p> <ul style="list-style-type: none"> Full-screen slides for participants to view <p>On 2nd screen:</p> <ul style="list-style-type: none"> On left: <ul style="list-style-type: none"> Current slide On right: <ul style="list-style-type: none"> Next slide thumbnail Facilitator directions for current slide (under next slide thumbnail) 	<ul style="list-style-type: none"> Click Slide Show on the top menu bar Click to select Use Presenter View checkbox if you would like it to show on a different screen while the audience views your projecting/shared screen  <p><i>Note: Hidden slides (eg, Workshop At-A-Glance on the next page) will not show in Presenter View, so make sure to print those pages prior to facilitating. To determine hidden slides, click View on the top menu bar and select Normal. Hidden slides are dimmed in color and the slide number is crossed off.</i></p>



The slide features the Jorayne PM logo (methylphenidate HCl extended-release capsules) in the top left corner. The main title 'Objection Handling Workshop' is prominently displayed in white text on a blue background. Below the title, it says 'New Hire Training'. At the bottom, there is a small copyright notice: 'Confidential. For Internal Training Purposes Only. © 2023 Ironshore. IP001741 05/23' and the number '4'.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

- **Welcome** participants to the Objection Handling Workshop.
- **Introduce** yourself and any other facilitators.
- **Advance** the slide to begin the workshop.

Facilitation Tip:

- If workshop is being held virtually, **review** platform capabilities you want participants to utilize, for example:
 - Raise hand feature
 - Chat
 - Reaction features

Workshop Facilitator Instructions

Appropriate Use Statement

The Food and Drug Administration (FDA) has strict rules and regulations regarding the type of information that may be provided to healthcare providers (HCPs) for drugs and biologics. Off-label promotion is a violation of the FDA's rules and regulations, and compliance with these laws is aggressively enforced by the FDA. When you are discussing Ironshore products with our customers, this discussion must be completely consistent with approved labeling, applicable law, FDA regulations, and Ironshore policies. Field personnel may only use Ironshore-approved materials in detailing. Finally, you cannot use these training materials with HCPs or for any purpose other than your own education.

- **Review** the content on-screen.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

- **Review** the content on-screen.

Workshop Agenda

5 min	Workshop Introduction
20 min	Response Review
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105 min	TOTAL TIME



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6

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
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5 min	Conclusion

Workshop Facilitator Instructions

- **Review** the content on-screen.

Workshop Learning Objective

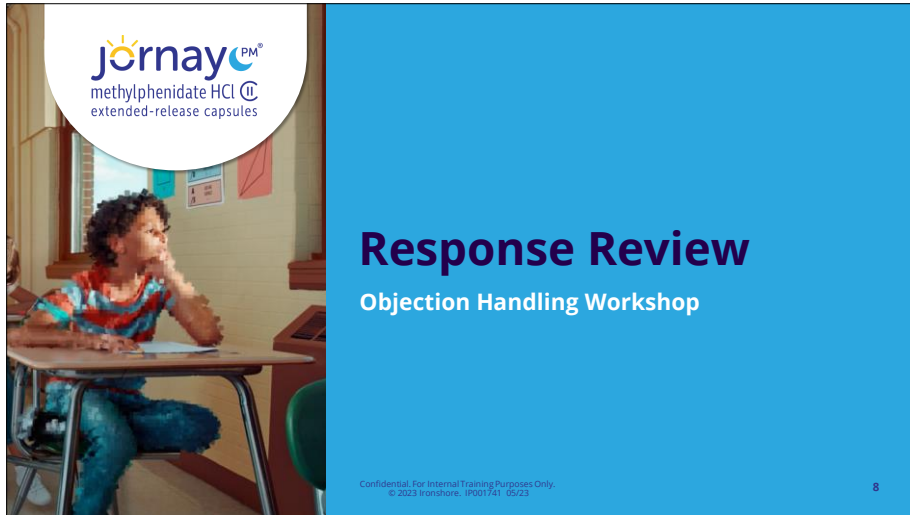
Upon completion of this workshop, you will be able to:



Confidently and compliantly deliver appropriate responses to potential HCP objections and questions using the A.C.S.T. format

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion



Workshop Facilitator Instructions

- **Tell** participants that in the first part of this workshop they will review why it is important to respond appropriately to HCP questions/concerns and which part of the framework it falls under.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Why is it important to respond appropriately to potential questions/objections?

Demonstrates credibility in front of your HCP



Builds confidence with your HCP



Moves sales message forward and positions JPM as a solution to facilitate change



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9

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

Note: This is a build slide. Advancing the slide will display new content.

- **Ask** the question on-screen and **allow** participants to answer.
 - Be sure to **guide** conversation towards the following reasons:
 - Demonstrates credibility in front of your HCP
 - Builds confidence with your HCP
 - Moves sales message forward and positions JPM as a solution to facilitate change
- **Advance** the slide to display each of the above reasons.

Why do customers ask questions or show concerns?



True objection



Curiosity (genuine interest)



Personal experience



Misconception about the product



Loyalty and emotional connection to another product/company



Sense of responsibility

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10

Workshop Facilitator Instructions

Note: This is a build slide. Advancing the slide will display new content.

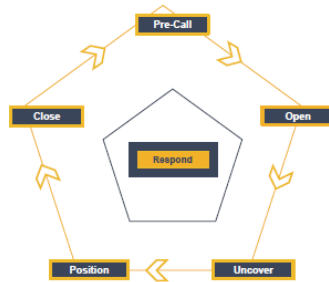
- **Ask** the question on-screen and **allow** participants to answer.
 - Be sure to **guide** conversation towards the following reasons:
 - True objection
 - Curiosity (genuine interest)
 - Personal experience
 - Misconception about the product
 - Loyalty and emotional connection to another product/company
 - Sense of responsibility
- **Emphasize:** When customers express concerns, view them as opportunities to learn more about your customer or present the right approved selling and educational messages to them.
- **Advance** the slide to display each of the above reasons.

Agenda

5 min	Introduction
20 min	Response Review
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Workshop Facilitator Instructions

Ironshore Sales Framework



- **Reintroduce** the Ironshore Sales Framework on-screen at a high level, **highlighting** the Respond step.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

Respond: How to resolve questions and objections

- When an HCP challenges you with a question, concern, or objection, it is an **opportunity**
- Address their need using the **A.C.S.T. technique**:

Acknowledge

Clarify

Support

Transition

- You may need to ask additional clarifying questions to identify specific HCP questions or concerns
- Do not respond to questions, concerns, or objections with off-label information*

*Note: if you are unable to address a question, concern, or objection with approved materials and/or messaging, please ask the HCP if they would have interest in submitting a MIRF.

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12

- **Review** content on-screen.
 - **Emphasize** the importance of uncovering an HCP challenge to find an opportunity.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
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5 min	Conclusion

A.C.S.T. Technique

Acknowledge
Demonstrate concern and understanding

Clarify
that you have addressed their question/concern

Support
Provide additional information to build credibility and confidence with the HCP

Transition
back to dialogue

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Advance** the slide to display each part of the A.C.S.T. technique.
- As each step is reviewed, **ask** participants to give examples of what that step might sound like when interacting with an HCP.
 - **Guide** conversation toward:
 - Acknowledge:
 - “Thanks for bringing that up.”
 - “I’m glad you mentioned that.”
 - “I appreciate your interest in this.”
 - Clarify:
 - “Does that answer your question?”
 - “Does this information help you see...?”
 - “What further questions might you have?”
- **Record** these examples on sticky note easel paper for participants to refer to throughout the workshop.
- **Review** content on-screen.



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Objection Handling

Objection Handling Workshop

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14

Workshop Facilitator Instructions

- **Tell** participants that in the second part of this workshop, they will begin applying the A.C.S.T technique to specific questions and objections.
- **Advance** the slide to continue.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: Insomnia

1. Does the product cause insomnia?

Tools:

- Core Sales Aid (Page 7)
- PI (Section 6.1)

Summary:

- JORNAY PM® was well tolerated in clinical studies and has a safety profile generally consistent with other methylphenidate products
- No patients in Studies 1 and 2 withdrew due to insomnia
- In Study 2, all sleep-related adverse events were either mild or moderate in severity, with 83% of subjects reporting events as mild
- In Study 2, all sleep-related adverse events were transient and resolved in 97% of subjects and no action was taken to reduce the dose in 90% of cases
- Release of medication is delayed for approximately 8-10 hours
- The 41% (51) insomnia reported in the open label portion of Study 1 must be viewed in perspective, as there is no placebo comparator
 - In Study 1, there was no difference between drug and placebo in the double-blind portion of the study
- The 33% (27) absolute rate for insomnia in the Study 2 drug group must be considered alongside the placebo rate of 9% (7)

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Review** the objection, tools, and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: Decreased Appetite

2. Does the product cause decreased appetite?

Tools:

- Core Sales Aid (Page 7)
- PI (Section 6.1)

Summary:

- JORNAY PM was well tolerated in clinical studies and has a safety profile generally consistent with other methylphenidate products
- No patients in Studies 1 and 2 withdrew due to decreased appetite
- The 27% (34) decreased appetite reported in the open label portion of Study 1 must be viewed in perspective, as there is no placebo comparator
 - In Study 1, there was no difference between drug and placebo in the double-blind portion of the study
- The 19% (15) absolute rate for decreased appetite in the Study 2 drug group must be considered alongside the placebo rate of 4% (3)
- Patients taking JORNAY PM in the studies did not show significant weight loss*

* Source: NDA 209311

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16

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Review** the objection, tools, and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: Duration

3. How long does JPM last?

Tools:

- Core Sales Aid (Pages 2, 10)
- PI (Section 12.3)

Summary:

- JORNAY PM efficacy was comprehensively studied in the early morning, through the day, and evening
 - No single scale currently assesses efficacy across all of these time periods
- JORNAY PM was studied using both standard and novel validated ADHD assessment tools
 - The Before School Functioning Questionnaire (BSFQ) and PREMB-R AM demonstrated statistically significant improvement in scores in the early morning from awakening to leaving home for school
- The SKAMP CS and ADHD-RS-IV demonstrated statistically significant improvement in scores in the classroom setting and throughout the day at school or at home, respectively
- The PREMB-R PM demonstrated statistically significant improvement in scores in the late afternoon, evening and bedtime (note: endpoints were not adjusted for multiplicity)

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Review** the objection, tools, and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: Access & Affordability

4. I heard JPM is hard to get and probably expensive.

Summary:

- The good news is all commercial patients can get their first 30 capsules for free. After that, if approved, they will pay no more than \$25, and if not approved or until a PA is met, it would be no more than \$75, but they will get it.

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Review** the objection and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: AE rate with increasing the dose

5. Will I get more side effects as I increase the dose?

Tools:

- Core Sales Aid (Page 7)
- PI (Section 6.1)

Summary:

- In our studies there were no apparent trends between increasing the dose of JORNAY PM and adverse events
 - ie., Patients had no greater AEs at the end of the study vs the start of the study, as our doses increased.
- When the dose increases, the C_{max} increases proportionately, ie., if you double the dose the C_{max} will double. The C_{max} for any given dose of JORNAY PM is lower than other products at the same strength because JORNAY PM has 75% relative bioavailability and 30% relative C_{max} versus immediate-release methylphenidate.

Workshop Facilitator Instructions

- **Note: This is a build slide. Advancing the slide will display new content.**
- **Review** the objection, tools, and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Responding to Questions: GI Issues – Constipation/Diarrhea

6. What if my patient has gastrointestinal (GI) issues, such as constipation or diarrhea?

Summary:

- While we have not specifically studied patients with pre-existing GI issues (eg, constipation and diarrhea), patients in Study 2 who experienced GI-related AEs demonstrated no reduction in the efficacy of JORNAY PM
- If an HCP is asking about other GI issues (eg, patients who have pre-existing GI disorders, patient who have had a gastric bypass or other GI surgeries, patients using concomitant medications that may alter GI function), please initiate the MIRF process with an MSL follow up

Workshop Facilitator Instructions

- **Note:** This is a build slide. Advancing the slide will display new content.
- **Review** the objection and response summary on-screen.
 - **Emphasize** that in any situation where an HCP is requesting a deeper level of information about JORNAY PM or any of the topics on-screen, initiate the MIRF process.

Agenda

5 min	Introduction
20 min	Response Review
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Resolving Questions and Objections Road Map

Instructions

- You will be assigned one or more common questions from customers
- Referencing the Frequently Asked Questions: Reference Document**, you will create a road map that shows how to respond using the A.C.S.T. technique:
 - Acknowledge
 - Clarify
 - Support
 - Transition back to dialogue
- Be prepared to share your road map with the group

Customer Questions

- Does the product cause insomnia?
- Does the product cause decreased appetite?
- What is the product's duration of action?
- How is the product absorbed?
- Does the increase in dose increase adverse events?
- What if my patient has gastrointestinal (GI) issues, such as constipation or diarrhea?

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

Workshop Facilitator Instructions

- Note: This is a build slide. Advancing the slide will display new content.**
- Explain** the activity directions on-screen.
- Ensure** participants have accessed the Frequently Asked Questions: Reference Document.
- Advance** slide to display Customer Questions.
- Facilitate** the creation of 6 equal groups; **assign** a customer question to each group.
- Answer** any participant questions.
- Announce** how much time participants will have to complete the task and **tell** them to begin.
 - 15 minutes is recommended
- When time is up, **advance** the slide to continue.

Facilitation Tip:

- If you are not able to create 6 equal groups, you will need to assign each group more than one Customer Question.
 - Create groups of equal size that also allows them to have the same number of Customer Questions.
- If the workshop is virtual:
 - Dismiss groups into breakout rooms once they have been created and assigned Customer Question(s)
 - Encourage groups to build their road map on a PowerPoint or Google Slide (or similar)

Resolving Questions and Objections Road Map Worksheet

1. Does the product cause insomnia?

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue

Resolving Questions and Objections Road Map Worksheet

2. Does the product cause decreased appetite?

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue

Resolving Questions and Objections Road Map Worksheet

3. How long does JPM last?

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue

Resolving Questions and Objections Road Map Worksheet

4. I heard JPM is hard to get and probably expensive.

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue

Resolving Questions and Objections Road Map Worksheet

5. Will I get more side effects as I increase the dose?

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue

Resolving Questions and Objections Road Map Worksheet

6. What if my patient has gastrointestinal (GI) issues, such as constipation or diarrhea?

Tools

Response

Acknowledge

Clarify

Support

Transition back to dialogue



Workshop Facilitator Instructions

- **Tell** participants that in the third and last part of this workshop they will practice responding to anticipated questions/concerns.

Agenda

5 min	Introduction
20 min	Response Review
45 min	Objection Handling
30 min	“Press Your Luck” Challenge
5 min	Conclusion

“Press Your Luck” Challenge

Instructions

- Players will be divided into 2 teams; one player from each team will play against each other each round
- Topics from the Frequently Asked Questions: Reference Document will appear on a gameboard on-screen
- One of the topics will be selected
- A challenge will be given based on the topic
- Whoever buzzes in first will get the opportunity to answer the challenge
 - If they answer the challenge correctly, they earn a point for their team
 - Correct answers should include the ACST technique, approved answers, and showing correct page(s) from the ICVA
 - If they answer the challenge incorrectly, they lose a point for their team and the other team has the opportunity to answer
- The team with the most points after 10 rounds is the winner

Agenda

5 min	Introduction
20 min	Response Review
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5 min	Conclusion


Workshop Facilitator Instructions

- **Review** the activity instructions shown on-screen.
- **Answer** participant questions.
- **Divide** participants into 2 teams and ask each team to decide the order of their players.
- **Ask** the first players for each team to come forward; **give** each a buzzer.
- **Advance** the slide to continue the activity.

Facilitation Tip:

- If the workshop is virtual:
 - Display each team in the chat feature; the order in which the names appear will also be the order of play
 - Instead of asking players to buzz in, tell them they must say their name first in order to answer the challenge

“Press Your Luck” Challenge

Insomnia	Decreased Appetite	Duration	Dosing	Dose-Dependent Duration	AE rate with increasing dose
Absorption					GI issues – constipation/diarrhea
Duration					Insomnia
Decreased Appetite					Decreased Appetite
Insomnia	GI issues – constipation/diarrhea	Adult Data	Dose-Dependent Duration	Absorption	Duration

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30

Agenda

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Workshop Facilitator Instructions

- **Advance** the slide to start the randomizer.
 - Note: You do NOT need to click to stop the randomizer; it will stop automatically
- When the randomizer stops on a topic, a challenge will display in the center of the gameboard.
- **Read** the on-screen challenge aloud.
- **Instruct** the player who buzzes in first to respond to the challenge.
 - If they answer the challenge correctly, they earn a point for their team; keep track of their score on a flip chart
 - If they answer the challenge incorrectly, they lose a point for their team and the other team has the opportunity to answer; keep track of their score on a flip chart
- **Repeat** the above cadence for a total of 10 rounds.

“Press Your Luck” Challenges

<p>Round 1: AE rate with increasing the dose 80 mg-100 mg seems like a lot! Won't I get more side effects as I increase the dose? Answer: Side effect page</p>	<p>Round 6: Duration How long does JPM last? Answer: Gomeni page</p>
<p>Round 2: Absorption Why does it matter that JPM is absorbed in the colon? Answer: Show MOA page from the FAQ guide</p>	<p>Round 7: Insomnia Because this product is dosed at night, does it cause insomnia? Answer: Side effect page and FAQ guide</p>
<p>Round 3: Decreased Appetite All MPH cause decreased appetite – does JPM, too? Answer: Refer to FAQ and Safety page</p>	<p>Round 8: Decreased Appetite AMPHs work better than MPHs. Answer: FAQ guide</p>
<p>Round 4: Dose-Dependent Duration I typically get longer duration as I increase the dose with other meds, this isn't anything new. Answer: Gomeni page and FAQ guide</p>	<p>Round 9: Adult Data You don't have any adult data? Answer: FAQ guide</p>
<p>Round 5: GI issues – constipation/diarrhea Will patients still see efficacy if they have constipation or diarrhea? Answer: FAQ guide</p>	<p>Round 10: Dosing My patients are busy. What if they forget to take their dose at the exact same time each night? Answer: FAQ guide</p>



Workshop Facilitator Instructions

- **Answer** any remaining questions/concerns.
- **Thank** participants for attending and close the workshop.

Agenda

5 min	Introduction
20 min	Response Review
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30 min	“Press Your Luck” Challenge
5 min	Conclusion