

Sales Essentials

As an experienced professional, I was concerned that the course would cover old material. On the contrary, the course challenged me to improve my performance in many areas.

*Fred Humiston
Americas Sales Manager/Commercial Development Director*

Our **Sales Essentials course** is designed for any business owner, sales manager or outside salesperson who would like to improve his or her sales success. Sales Essentials is a comprehensive seminar that is taught by leading sales authorities Andy Dinkin and Brian Shannon. This duo of sales experts has won numerous sales excellence awards, built successful sales teams and developed salespeople through training and keynote presentations across the country.

This seminar includes specific topic content and interactive exercises that will provide participants with a **ready-to-execute game plan** that they can customize to achieve their own specific sales goals. Reviews have proven the class to be valuable and well-received. Topics will include:

- ◆ Lead Generation
- ◆ Sales Creativity & Handling Objections
- ◆ Pre-call Preparation
- ◆ Follow-Up and Closing
- ◆ Power Questions
- ◆ Goal Setting, Time Management & Personal Development

BONUS! Registration includes one free Sales Assessment to sharpen your skills!



**Maximize
your sales**

Featured Presenters:

Sales Experts
Andy Dinkin
Brian Shannon

Tuesday, Oct. 12, 2010

8:00 am—5:00 pm

Cost: \$495 Member Discount/
\$595 Standard Rate

The Employers Association
Conference Center
3020 West Arrowood Road
Charlotte, NC 28273

To register, call: 704-522-8011
or visit our website: www.employersassoc.com