

Complimentary Introductory Briefing

Sales Essentials:

How to Maximize Your Sales
in a Changing Economy

September 15, 2010

Continental Breakfast: 7:30 am—8:00 am

Program: 8:00 am –9:00 am

Location: The Employers Association Conference Center
3020 W. Arrowood Rd., Charlotte, NC 28273



If you have sales questions, look no further than The Employers Association for sales answers. We have condensed our **Sales Essentials** course into one action-packed day so that your salespeople can get the training they need without spending a lot of time out of the field.

Sales Essentials is a comprehensive sales training seminar that is designed and 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.

The 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. Topics include:

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

It's free to learn how this exciting one-day seminar will benefit your sales team— simply attend this complimentary "Sales Briefing" and learn why past participants call **Sales Essentials** the best value in Charlotte sales training.

**Good sales training has never been so affordable or more needed than it is right now.
Don't miss out on this exciting opportunity!**

Special Bonus: Attend the Sales Briefing and receive a "Personal Branding for Success" lesson for free!

We will provide a one hour "Personal Branding for Success" lesson from the seminar as our gift to members that invest time in learning about the full seminar. Bring your sales people to get an understanding of how this information will help your organization meet tough sales challenges they face in the new economy. This cost-effective seminar will teach you how to employ different and more effective strategies for success.

Contact The Employers Association to register:
704-522-8011 / www.employersassoc.com