



No Guts, No Gain
Learning Strong Sales
Tactics in a Weak Economy

Thursday, November 12, 2009

Designed to teach non-salesmen how to achieve successful salesmanship.

No Guts, No Gain...Sales Tactics for Winners will show you how to present yourself in ways that will help you to increase sales, decrease price pressure, and open new accounts.

Discover how beliefs, behaviors and tactics play a large part in selling yourself, your ideas, and your services.

Learn

- to take control without offending.
- to become more comfortable discussing money issues.
- to develop skills and knowledge that will help you expand and leverage relationships.
- the 4 steps of the seller's system.
- the 4 steps of the buyer's system.
- 5 major sales weaknesses and how to avoid them.
- why "No's" are okay.

Time: 9:00 a.m.—12:00 p.m. (Registration begins at 8:30 a.m.)
Fee: \$40 each (\$35 each if two or more attend together)
Includes Continental Breakfast
3 CPE Other Credits

PRESENTER, JIM GAFFNEY, has been helping sales professionals, business owners, executives & customer service representatives develop new business through his innovative coaching and training platform for the last 6 years. He is the Managing Partner of Peak Performance Management in Pittsburgh, PA.

TO REGISTER FOR "No Guts, No Gain" 11/12/09 \$40/\$35

Call Saint Vincent College SBDC/CGC at 724-537-4572. **Fax** form to 724-537-0919 with payment information or

Mail attached form with payment to: Saint Vincent College SBDC, Educational Programs, 300 Fraser Purchase Road, Latrobe PA 15650

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