

REGISTRATION

CHOOSE ONE OF FIVE WAYS TO REGISTER:

| Online: www.bradley.edu/continue/sales | By phone: 309.677.4420 | By fax: 309.677.4421
| By mail: Bradley University Executive Development Center (EDC), 1501 W. Bradley Avenue, Peoria, IL 61625 | Visit EDC: Baker Hall 112, 1422 W. Main Street, Peoria

REGISTRATION DEADLINE: September 5, 2008

Last Name _____

First Name _____

Job Title _____

Business _____

Business Address _____

City _____ State _____ Zip _____

Phone Number *(to best contact you)* _____

Email _____

PROGRAM LOCATION AND DATE:

September 19, 2008 Peoria, Illinois – *The Executive Conference room, B52, Baker Hall on the campus of Bradley University*

Session held from 8:00 am to 5:00 pm.
Continental breakfast and lunch served.

PAYMENT OPTIONS:

Program Fee: \$800 *(payable to Bradley University)* Purchase Order Number
 Credit Card: Visa, MasterCard, Discover *(circle one)*

Credit Card Number _____

Expiration Date _____

Signature _____

Payment is expected at time of registration. Please provide credit card information if registering online, by phone or by fax.

THANK YOU FOR REGISTERING!

We will confirm your registration and provide you with further information about the program, including program location and parking details. For program information, please contact Lisa Stufflebeam at 309.677.3549, or via email at lstuffle@bradley.edu. For registration information, please call: 309.677.4420, or email: edc@bradley.edu.

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OF BUSINESS ADMINISTRATION

1501 W. Bradley Avenue
Peoria, IL 61625

Return Service Requested

 EXECUTIVE
DEVELOPMENT CENTER

Leadership Realized.

COACH APPROACH TO SALES

September 19, 2008



FOSTER COLLEGE
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BRADLEY
UNIVERSITY

COMMUNICATE WITH CONFIDENCE

FOCUS

Are you frustrated with buyer rejection? Do you wonder why you sometimes just can't seem to connect with the decision-maker of an organization? Is it really that your price isn't low enough? You are probably quite aware that it is an extremely tough environment out there for salespeople. With computerized answering services, voice mail, and e-mail, it is almost impossible to "talk" to a buyer, let alone get face time. And if you get that relished appointment, what happens if all of your sales tools don't work?

The *Coach Approach to Sales* is a comprehensive, one-day (we know you are busy) workshop that will teach you the "language" of communication. Anyone can learn this language and use it to become dynamic communicators. All it takes is the knowledge and a little practice!



SUCCESS

There are three main reasons why salespeople fail.

- 1) Salespeople don't listen.
- 2) Salespeople don't ask powerful questions.
- 3) Salespeople don't follow-up.

In this workshop, you will learn skills to help you overcome all of these obstacles. You will start by learning about your own communication behavior, as well as your key values. You will also learn how to discover your clients' preferred communication behavior and values. Next, you will practice listening, questioning, and acknowledging techniques. By the end of the day, you will feel confident that you can go out and use these skills to build or improve your client base.

The workshop will also be followed-up with a one-on-one coaching session to make sure that you understand the principles and to provide the support you need to get started.

So...what are you waiting for?

REGISTER ONLINE AT:

www.bradley.edu/continue/sales

FACILITATOR BIO



Cindy Fleming holds an MBA degree from Bradley University. President and founder of VisionShift, she is a management consultant, executive coach, and trainer for businesses and individuals. Cindy specializes in sales consulting, communication, conflict resolution and personal leadership. She has over twenty years of experience in sales, procurement and management and is passionate about sharing her knowledge. With her unique style, outgoing personality, and blunt edginess, Cindy is one to inspire dramatic change in individuals and corporations.

DATE AND LOCATION

September 19, 2008

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Session held from 8:00 am to 5:00 pm.
Continental breakfast and lunch served.

COST

The program fee of \$800 per participant includes the course materials, a continental breakfast and lunch.

EXPERTISE