



The Sharonville Chamber of Commerce invites you to attend a

## Special Sales Presentation

**Topic: “Leroy returns...you demanded this!!”**

**Back by popular demand as you requested.....**Leroy Reshard has agreed to expand upon his uplifting and educational presentation at last month’s Professional Development Series, **Stop Selling!!! Start Wooing...**

This is a Face to Face Sales Process that works by placing the emphasis on the customer...and not the sales person. Each session will be highly interactive, motivational and will cover the following topics:

Session One: **Building Credibility and Trust**

- Why your customers really buy
- How buying decisions are made
- 3 elements of decisions
- The goal is win – win
- 5 levels of communications
- Listen First & Customer Engagement

Session Two: **Three Questions to Ask Yourself Before You make the Call**

- What’s my purpose?
- What do I want the customer to do?
- Why should the customer see me?

Session Three: **Face to Face ...the Sales Call**

- Getting information
- Four question types
- Learning to listen

Session Four: **Face to Face...the Sales Call**

- Giving information
- Developing win – win
- Getting commitment
- Power questions
- Curb side analysis

Because of the classroom size, this will be limited to 25 participants.

**When: 4:00 – 5:30 pm**  
**Tuesday, October 27, 2009**  
**Tuesday, November 3, 2009**

Tuesday, November 10, 2009  
Tuesday, November 17, 2009

**Where:** Scarlet Oaks – main entrance  
3254 E. Kemper Road, Sharonville, OH 45241  
[Map to Scarlet Oaks](#)

**How:** **Please register early by:**

- Register on-line – [www.sharonvillechamber.com](http://www.sharonvillechamber.com)
- Email Pat - [info@sharonvillechamber.com](mailto:info@sharonvillechamber.com)
- Call Pat at the Sharonville Chamber office - 513-554-1722

**Cost:** \$79.50 Member (\$69.50 per person – for 3 or more from the same company)  
\$99.50 Non member