



Meeting Site:

El Adobe De Capistrano
31891 Camino Capistrano
San Juan Capistrano, CA 92675
Phone: 949-493-1163

Chapter Meeting

Tuesday, September 16, 2008

5:30 to 6:30 Registration, Networking & Table Tops

6:30 to 7:30 Dinner & Business Meeting

7:30 to 8:30 CEU Presentation

Sell Like a Pro...Even in a Tough Economy!

Sales is a skill that can be learned and improved to maximize revenues. It's about how you present yourself, your product and ideas. In this engaging presentation you will learn what to say to potential clients, how to handle objections, and how to sign more contracts. Learn how to up-sell to increase profit. Understand the signs when a customer is ready to buy and when they are not. With this presentation, you can make the most out of each sales opportunity, even in a tough economy.

Speaker: Pete Foley of SCORE, Counselors to America's Small Business. Pete was employed in the sales and marketing of major corporations in the transportation business and retired from FedEx Freight, Inc., after 16 years as Vice President of Sales. While at FedEx, Pete worked very closely with the Marketing Department to price, position, and advertise the products he managed. Pete grew his sales division for \$150 million to \$425 million. At the time Pete retired, this division was the largest Less Than Truckload (LTL) Company in the western United States. He has taught and facilitated numerous Sales and Negotiation Courses during his career

This program qualifies for CEU credit. Note: All chapter meetings, where formal programs are presented, are approved for CEU credit through NKBA.



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Chapter Registration Form For September 16th Program

Name
Name
Name
Name
Name
Company
Address
City, State, Zip
Phone

Save money and RSVP by September 12th for Advanced Rate

Registration Fee:		
	Advanced	At-Door
Member	\$40	\$50
Non-Member	\$45	\$50
Student	\$20	\$50

To Register, go online to www.nkba-socal.org and click on “Register Now”

Area Contacts:

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Chapter Representative
Hydro Systems
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