

# HOW TO SELL



## Sales Seminar

Sales professionals and entrepreneurs, Bob Mark and Larry Chopp, will walk participants through the sales cycle. This four-part series is designed to train sales professionals in retail, technology, and industrial products and services.

### Generate Leads & Find Customers

Finding customers, pumping up your sales strategy, allying decisions makers and key influencers

### Make Impressions

Establish long lasting positive relationships, capture the value of the sale and plan your sales approach

### Engage Prospects

Pin point customer needs and develop a benefit driven sales approach

### Close Sales

Overcome objections; maintain radio contact and follow-up on business

Sponsored by:



### When & Where

October 1st - October 29th  
Every Friday from 10 - 12:30  
Lakeshore Center, in Houghton

### Cost

\$200.00  
\$50 discount if you register  
by September 17<sup>th</sup>

### Info/Register

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