

BREAK THE **RULES**

Make
More SALES

with Joel Kaczmarek

Sept. 18th in
Greensboro
or

Sept. 19th in
Chapel Hill

10-11:30am

\$25

Early Bird Price \$15
(through Sept. 12)

For more information or to
register contact

Garry Gates
336.213.9646
ggates@integritync.org

The rules have changed. The economy has changed. The way people and companies buy products and services has changed.

What has not radically changed is the way we go to market – prospecting, qualifying the opportunity for fit, and either closing the sale or closing the file.

People hate being sold. Prospects and clients are skittish and cautious, more so than ever before. But they do want to buy. It's just that they want to buy for their own reasons, not for yours. (continues on back)

All proceeds
from this
event benefit **HOPE**
Counseling

www.integritync.org/#/connect/counseling

This workshop will explore the different systems that are in play: The Prospect's System and the Salesperson's System. They are all too often at odds with each other, producing results that are inconsistent and unpredictable. We know that systems and process produce replicable and duplicable results. If your current results are less than stellar, then your system is probably working well to produce poor results.

We will look at an alternative system – the Sandler System – to drive your sales process. In a world where salespeople want to hear the word YES, it is a system designed to arrive at a NO. After all, we hear NO more often than YES, so why not Go For The NO! But caution – this is contrary and counterintuitive to what you might be doing now.

Join us on September 18th in Greensboro or on September 19th in Chapel Hill to hear how you can Break the Rules and Make More Sales with the Sandler System.



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Sept. 18th in Greensboro

Sept. 19th in Chapel Hill

Emerald Event Center
2000 East Wendover Ave.
Greensboro, NC 27405
(336) 691-2000

**Extraordinary Ventures
Event Center**
200 South Elliott Road
Chapel Hill, NC 27514
(919) 967-1100

For more information or to register contact
Garry Gates at 336.213.9646 or ggates@integritync.org

You can also register by mailing a check to:
Hope Counseling, 2420 Corporation Parkway, Burlington NC 27215