

# SPECIAL WORKSHOP FOR SMALL BUSINESSES

THIS IS A WORKSHOP YOU DON'T WANT TO MISS

## "Critical Selling Skills For Small Businesses"



In Partnership with Score Bergen



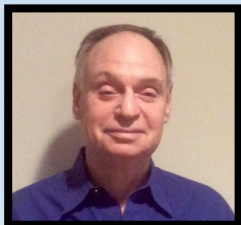
Sponsored By: Bergen Networking Group



If you want your business to grow, you need the sales skills necessary to convince current and potential customers to buy what you're selling. This workshop will discuss how you can be a successful salesperson for your company.

### This Workshop Will Cover the Following Topics:

- ✓ Creating value-added-identifying your "sweet spot"
- ✓ Defining key benefits; creating differentiation from your competition
- ✓ Employing effective email and phone techniques
- ✓ Sharpening your presentation skills-achieving the proper flow, getting audience involvement, reinforcing the benefits
- ✓ Effective follow-up and closing techniques



#### About the Presenter:

**Larry Matte** has held senior sales and supporting positions in several small-to-mid-sized technology companies, where he was also responsible for sales training. In 1995, he co-founded Cyber Marketing Services, creator of CRMxchange, the online information portal for the call center & contact center industry.



**Wednesday, February 24, 2016 6:30 PM to 8:45 PM**

**LIMITED SEATING - REGISTER AT <http://conta.cc/1S8GSNw>**

#### Location:

One Bergen County Plaza, Room 460  
Hackensack, NJ 07601

#### Fee:

**\$20 Advance Registration  
\$30 At the Door**

**All registrants are entitled to counseling at no charge to discuss their specific business issues with a SCOREBergen mentor.**

**For more information about upcoming workshops, visit <http://bergen.score.org>**

**For more information about Bergen Networking Group, visit <http://www.BergenNetworkingGroup.com>**