

# *Language to Avoid During Sales Conversations - Are Your Words Costing You a Sale?*

## **EXPRESS REGISTRATION**

Sign up at [www.lorman.com](http://www.lorman.com) using the Seminar ID # listed below.

**Teleconference ID: 385227**

National Teleconference • Tuesday, October 13, 2009 • 1:00 PM – 2:30 PM EST

*Presented by Patricia Fripp*

### **What Does a Poor Sales Presentation Cost?**

- Discover the Mistakes Most Salespeople Make

### **Improve Listener Buy-In for Your Point of View**

- Emotionally and Intellectually Connect With Every Prospect

### **Be More Powerful and Persuasive**

- Select Appropriate Words and Phrases for Sales Presentations
- What Works and What Does Not

### **Properly Structure Your Sales Presentation**

- Your Premise
- Get Messy Before Tidy

### **Take Your Satisfied Clients With You**

- Effectively Create Third-Person Endorsements
- Three Formulas for Your Examples
- How to Find Your Powerful Examples

### **Be Remembered and Repeated**

- The Value of Repetitive Phrases
- Picture Words
- \$10 Words
- \$100 Phrases

### **Close Your Presentation on a High Note**

- The Techniques
- Your Word Choices

### **Interact With Visuals or PowerPoint®**

- To Use or Not to Use
- Best Practices

### **Stand out From Your Competition**

- Build Relationships, Not Just Make a Sale

How many more sales could you or your salespeople make if they stopped making stupid mistakes and started giving totally awesome sales presentations? Suppose there was a way to get your prospects to remember and repeat what you say to others in their organization. Remember, every sales presentation is a captured or a missed opportunity. When you lose business you should have captured, you lose twice. First, you don't get the sale or the cash flow. Second, your competitor gets both.

Imagine what you will gain for a relatively small investment in high-level, sales presentation skills training from this Lorman teleconference with Patricia Fripp.

POWERPOINT is a registered trademark of Microsoft Corporation and this event is not sponsored by or affiliated with Microsoft Corporation.

### *Continuing Education Credit:*

For more information visit us at [www.lorman.com](http://www.lorman.com) or contact us at 866-352-9540. One attendee may receive credit per registration. Additional attendees may receive credit by registering at the additional attendee discount price.





*Who Should Attend:*


**Sales professionals**

# Language to Avoid During Sales Conversations - Are Your Words Costing You a Sale?

**NATIONAL TELECONFERENCE**  
**October 13, 2009**  
 1:00 PM – 2:30 PM EST

 Email: [customerservice@lorman.com](mailto:customerservice@lorman.com) Website: [www.lorman.com](http://www.lorman.com)

 Telephone: 866-352-9539 Fax: 715-833-3953

 Mail: Mail this form with payment information to Lorman Education Services, Dept. 5382, P.O. Box 2933, Milwaukee, WI 53201-2933

**EXPRESS REGISTRATION**  
 Sign up at [www.lorman.com](http://www.lorman.com) using the Seminar ID # listed below.  
**Teleconference ID: 385227**

Your priority code is: 15000

Receive **\$50 off** the live teleconference with this discount code: Z7745121

Name \_\_\_\_\_ Company \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Approving Manager \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Method of Payment:  Check: Payable to Lorman Education Services      Credit:  AE    MC    Visa

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature: \_\_\_\_\_

Register Today for This Exciting Event!		Total
\$99.00 Live Teleconference (includes free manual with attendance)	Qty ____ x \$99.00 =	\$

© 2009 Lorman Education Services. All rights reserved.  
**Cancellations:** If you cancel six or more business days in advance, you will receive a full refund, less a \$20.00 service charge. If you cancel within five business days you are not entitled to a cash refund. However, as a courtesy, we will allow you to apply your payment toward any future Lorman seminar within one year from the date you cancel. Please note that if you do not attend and you do not cancel as described above, you are responsible for the entire payment. Lorman disclaims any liability for any other direct or compensatory payment.