



National Tooling & Machining Association
San Fernando Valley Chapter

The Dance of Sales

Most people view sales as something unpleasant, and thus to be avoided. Unless their title is salesperson or buyer, they look at sales as something separate from what they aspire or are paid to do. As a result, organizational sales effectiveness rarely reaches its potential.

Why do many people have such negative feelings about sales? They view sales as inherently a contest – an adversarial relationship – between seller and prospect. To improve sales effectiveness, the paradigm of sales in which people operate must be changed.

Join us on October 20, as we learn from Ivan Rosenberg how to have more fun and be more effective selling. Ivan is President & CEO of Frontier Associates, specialists in solving organizational performance problems.

In this presentation, Ivan will introduce his Conversational Sales Approach – for those who dislike selling and for those who love selling. He will interact with the audience, and inspire them to transform sales into a positive experience, one they can reproduce over and over again.

Thursday October 20, 2011

The University Club – Lambs Room
Calif. State University, Northridge
18111 Nordhoff St., Northridge 91330

Networking 6:30pm • Dinner 7:00pm

2 members complementary

Additional attendees, non-members and Associate Members: \$30.00

****Please note that the bar is Cash Only****

Call Conny Goodreau at (818)240-8898; cell (818)378-6423

Or email: conny.g@sfntma.org for reservations