



**ICF-GTA Member Meeting
Wednesday, March 21, 2012, 6:30-9:00pm
The Old Mill**

Selling is Not a Four-Letter Word

Learn about the Sales Process, including a brief description of the various stages Coaches can expect to go through in their selling efforts... from prospecting, to qualifying potential clients, and conducting a needs analysis, through to getting approval and delivering the service.

We'll then get more tactical and deal with three areas Coaches will benefit from understanding more fully and practicing more effectively. The first will be **Prospecting** (explaining the Funnel, and designing and using a Daily Prospecting Plan). Secondly we'll deal with the use of **Powerful Communication** to help structure the selling message, and augment overall selling efforts. The third area we'll cover will help Coaches understand that the selling conversation (like Coaching) is a journey, and how to **Pilot the Sales Conversation** with a strong First Interaction, then along the stages from awareness, through to commitment.

(Please note that time will not permit us to effectively present **Handling Objections**, but we'll briefly explain at the end, that there are various types of objections, there's a process to uncover the type, and an approach to deal with each.)

About George Anastasopoulos, ACC

George Anastasopoulos is an accomplished Leadership Coach; a catalyst for clients to apply new learning and perform at their best. He is a dynamic facilitator delivering powerful team collaboration seminars, a skilled Leadership and Sales trainer, instructor at several universities, and consultant. Prior to founding Leadership Fundamentals, he served as Vice President of both Sales and Marketing, and as General Manager in several tier one multi-nationals. He's served clients in a variety of industries including the Small Business community, Service Industry, Packaged Goods, Distribution, Retail, Food & Beverage, Pharmaceutical, Media, and Information Technology.

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If you have any questions please contact kim@gtacoaches.com