



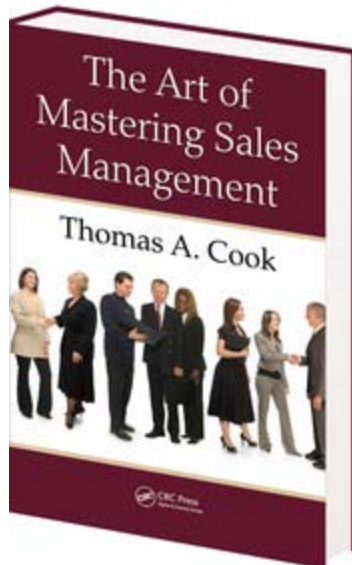
International Negotiation Sales Workshop

February 23, 2012

9:00am-12:00pm

Location: WTCSD

Continental Breakfast to be served + Copy of book



If you believe that the answer no is but a request for more information and understand that the best closing questions are rhetorical, you understand the basic art of sales. If you can teach that art to others, you have the makings of a good sales manager. But not all good sales managers are equal; some are forward thinking enough to be good leaders as well as managers. To be a leader you have to see failures as opportunities to learn and you have to understand the best

way to respond to any challenge is to anticipate it before it arrives. In *The Art of Mastering Sales Management*, Thomas Cook shares the proven practices and principles of good salesmanship that have made him a highly successful businessman and one of the most sought-after sales trainers in the world today. Written for those managers and executives who want to elevate the performance of their entire teams in this age of globalization and minimal margins, the book provides core lessons supported with cases studies garnered during the author's 35 years of hands-on experience over a diversity of businesses. This engaging and timely volume: Explores the current world events that are changing the art of selling Provides proven strategies, techniques, and tips for higher-end sales personnel and those who manage them Looks at ways to provide exemplary leadership during uncertain times Offers a daily regimen that will turn success into the result of practiced habit Change has become an absolute constant in the business world. That's good news for those who are prepared to respond rather than merely react. *The Art of Mastering Sales Management*, will helps become a creative problem-solver. Heed its advice and turn your sales people from common employees into contributing committed stakeholders.

Registration:

<http://www.wtcSD.org/events/wtcSD-calendar>