

Inland Empire Women's Business Center



SELLING TO THE NEEDS OF YOUR PROSPECT FOLLOW THE CHAIN OF PAIN

Instructed
by: Melinda Oschmann



Why do people buy? To satisfy a need or solve a problem. If several vendors satisfy the need or solve the problem, how does the prospect choose one? The sales person who thoroughly understands the full impact of the prospect's problem, and what else it affects, will be able to add value to the prospect and win the sale.

The following is a partial list of workshop topics:

- Learn to ask strategic questions to dig deeper into the problem
- Discover a process to *follow their chain of pain* and bring problem to the forefront
- Develop and add valuable solutions that contributes to their vision

Date: Thursday, February 18, 2010
Time: 6pm to 9pm
Cost: \$15.00 online or \$20.00 at the door
Location: IECE Business Resource Center
202 East Airport Drive, Suite 155
San Bernardino, CA 92408

SPACE IS LIMITED!
Register online at www.iewbc.org or call (909) 890-1242

Program of:



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