

## Sales Micro-Seminar Series at DeVry University's Edina Campus

*Effective Learning for Growth*, a new MPMA member, periodically offers a preview / review of selling fundamentals – with a series of “sales micro-seminars.”

These are just two hours each, and introduce the fundamentals of a whole selling process – a process that's proven effective thousands of times nationally.

These showcase the same content that Effective Learning for growth uses and adapts for sales coaching and training, and have served as a useful review or introduction for salespeople and sales managers since the series was first offered in 2009.

Here's what each covers, and when it's offered:

### ***Sept. 17, 8:30 – 10:30 a.m. Filling Your Sales Funnel***

In two hours, you'll get a solid introduction to the first part of selling, including how to:

- Define your target market(s)
- Get your message right
- Reach out to them
- Choose your mix of cold calling & networking
- Build referrals and “Centers of Influence”
- Select a smart approach
- Build and use your funnel to know your future sales,
- Stay smart about the connection from the right activities to better sales results.

### ***Oct. 1, 8:30 – 10:30 a.m. Networking for Increased Sales***

Learn how to:

- Effectively use networking events to increase quality referrals
- Select events and groups that have the best “bang for your buck”
- Prepare for networking events
- Set personal and business goals, based on the event
- Observe the “do's and don'ts” of networking
- Follow up in a meaningful way
- Develop quality referral sources

*Oct 15, 8:30 – 10:30 a.m. Winning at Sales*

Learn how to:

- Follow a proven sales process
- Improve your skills at each step
- Build, keep, and recover rapport
- Recognize when to go on versus when to recover
- Monitor your progress and results
- Set goals and achieve them

Each workshop has a little networking before and after. Coffee and bagels start at 8:00.

While the micro-seminars build on each other, each also stands alone. They can be taken in any order.

The cost per event per person is only \$30

Register through

<http://www.effectivelearningforgrowth.com/events.html>

*Effective Learning for Growth* is a business consulting and coaching firm. We work with clients where the needs are greatest -- so that change makes the most difference. We consistently bring measurable and lasting improvement.

Our services match our clients' needs. We provide strategy development & alignment, business planning, executive / leadership development, organizational assessments, process improvement, customer loyalty, sales force development, cycle time reduction, individual assessments, and coaching.

For more information, please visit [www.effectivelearningforgrowth.com](http://www.effectivelearningforgrowth.com)

Or call Dr. Steve Callender at (952) 405 – 8843.