

Stop Selling .. Find Your Sales “Story,” Build Sales Leverage, and Start Closing!

Are you sick and tired of:

- Feeling like you don't have a great sales story to tell?
- Being uncertain on how best to communicate the value you create for customers?
- Not feeling confident in your pricing? Feeling that you give too much away for free?
- Not feeling confident enough to start a conversation about money and your value?
- Hearing “I want to think it over” and never hearing back from prospects?

Selling is part of business success, and it doesn't mean being pushy or giving up your power just to get a new client. If you would like to sell in a non-traditional way, learn how to better tell your sales success stories, regain confidence and influence over the sales process and sell in a way that honors your value, then join us for this workshop designed for Business Owners, Presidents and CEOs.

In this fun and interactive workshop, you will discover how to:

- Speak in powerful ways about how you create value for clients
- Craft success stories that give you a sales edge with prospects
- Make more money and close more sales without cutting prices
- Stop submitting proposals that turn into “free consulting”
- Be confident talking about money and claiming your value
- Better qualify suspects vs. prospects

Join Mike Johnson and Kathy Klotz-Guest and Start Closing!

Date: August 13, 2011

Place: Techmart Network Meeting Center, 5201 Great America Parkway, Suite 229, Santa Clara, CA

Time: 9AM to 4PM. Registration starts at 8:15

Investment in Yourself: \$299. Refer a friend and you both pay only \$239ea. (light breakfast included, lunch not provided)

Sign Up Today



MICHAEL JOHNSON SALES SOLUTIONS
POSITIVE · PERVASIVE · PERMANENT

Your Facilitators:



Mike Johnson is President of Sales Solutions a consultancy that enables businesses and professionals increase their revenues and profits through a proven and repeatable sales process.

Prior to starting Sales Solutions, Mike held management positions at GE where he won many sales awards including the Chairman's award for sales excellence. During his time at GE he developed and taught sales and communication courses.

Later he started his own successful manufacturer's rep company with over \$500M in sales which he sold in 2000. Mike holds Masters Degree in Electrical Engineering and advanced degrees in Linguistics, Communication and Neuropsychology.

Mike teaches at Berkeley and UCSC and is an author of "*Getting the Business Breakthroughs you Want*" and *Cracking the Boys' Club Code*.



Kathy Klotz-Guest, marketing-made-human strategist, is CEO of Keeping it Human, a company that turns marketing into powerful stories that connect with the right audience and get results.

For 20 years, Kathy has created successful products, communications strategies, and marketing stories for companies such as SGI, Gartner, Excite, Autodesk, and MediaMetrix. She built marketing teams and playbooks at a number of companies, and spun out several companies into multi-million dollar organizations. She has an MA from Stanford University and an MBA in marketing from UC Berkeley. She is a Senior Founding Fellow and CFO for The Society for New Communications Research, a think tank that studies the role of new media on business, culture and society.

Kathy teaches at Berkeley, speaks frequently on marketing issues, and writes for CustomerThink and Social Media Today. Her background in improvisation (Rec League at ComedySportz San Jose) helps teams achieve better marketing and innovation outcomes.

