



The Water Performance Academy Presents
**The Professional Selling Seminar
& Workshop Series**

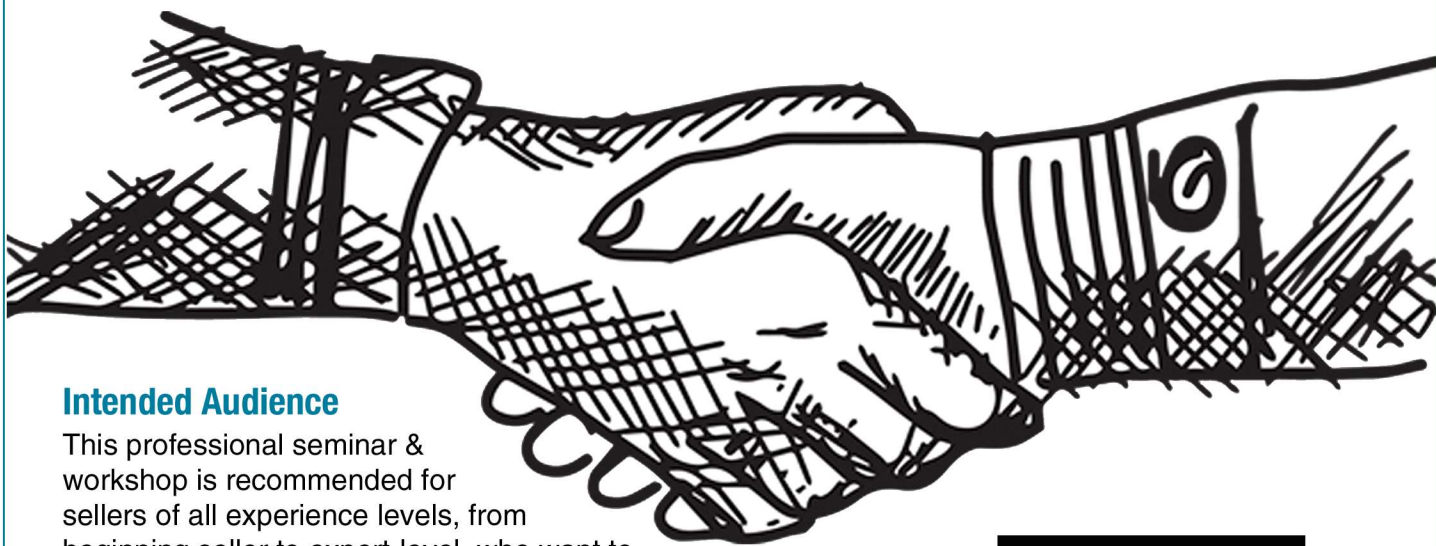
**MSDC & MBE
Member
Discount!**

Sales Excellence

TOWARD BECOMING A BETTER SELLER THAN YOU ARE TODAY

Gain More Business. Lose Fewer Deals. Improve Your Effectiveness Whether Beginner or Expert.

Based on 24 Years of Research, Buyer Feedback, Sales Data, and Analysis.



Intended Audience

This professional seminar & workshop is recommended for sellers of all experience levels, from beginning seller to expert-level, who want to **become better, more effective sellers and gain more business.**

*A One Day
Workshop*

Session Outline (More details on the website)

- * Customer Direct Feedback: Why they buy and why they don't.
- * How and why all sales move from suspect to close.
- * Research: What leads to sustained sales success?
- * Sales Detractors: what detracts from sales effectiveness?

Workshop

- * The Five Sales Forces: How deals are won and lost.
- * Applying best practices toward sustained sales success.
- * Mastering Sales Necessities: The key to sales effectiveness.
- * Sales Simulation: team-based sales challenge based on real-world scenarios.

Location:

The Friends Center, 1501 Cherry Street, Philadelphia, PA. 19102
Conveniently located in Downtown Philadelphia
More Information & Registration : www.Water215.com/events.htm
Info@water215.com

**Thursday, December 3
9:30am to 4:30pm EST**

The seminar and workshop will be facilitated by globally recognized business expert Michael Maupin, author of *The Billion Dollar Deal*; and sales & strategy expert Tab Edwards, Amazon.com best selling author of *The Art of Movement and Management By Initiatives*.