

CFA MEMBERSHIP OPPORTUNITY

Brought to you by your CFA Management Committee



April 27, 2009

Dear CFA Member;

In this time of trying economic conditions, often the difference between a positive and negative focus can be found in the application of valuable input you receive from education and training sources. With this premise in mind, your Management Committee has set the dates for two exciting phone conferences. These conferences will offer you access to a leader in business concepts and potentially play a valuable role in getting you to think outside the box.

Who: Maura Schreier-Fleming is president of Best@Selling (www.BestatSelling.com). She works with business and sales professionals who want to sell more and be more productive at work. She is the author of Real-World Selling for Out-of-this-World Results, Sales Quotes and writes several business columns including "Customer Connections" for the Dallas, Austin and Houston Business Journals. She writes the Real Deal: Success for Women in Business blog for Allbusiness.com. Maura is an expert advisor for AskPatty.com, the leading website for women car shoppers. She's been quoted in the New York Times, Selling Power and Entrepreneur. Her clients include UPS, Fujitsu, the Houston Texans, Fannie Mae, Conoco and Chevron. She was Mobil Oil's first female lubrication engineer in the U.S. Maura has her M. S. from Georgia Institute of Technology and a B.S. from Cornell University.

When: Course #1: May 15, 2009 @ 2:00 pm CDT (3:00 pm EDT)

Course #2: May 29, 2009 @ 2:00 pm CDT (3:00 pm EDT)

What: Course #1: *Secrets of Persuasion: Your Shortcut to Close More Business*

Cost: \$50 per connection to active CFA Members

Summary: Does the idea of selling scare you? It doesn't have to. When you have the skills and strategies to help your customers make the best buying decisions your customers will welcome your input. You will sell more, too. This program will give you the skills to quickly 'Speed-Read' your customers so you will be more persuasive and understand how they want to buy. You will understand the buying clues they're giving you and use them to sell. Your customers will more easily hear your selling message and they will make quicker buying decisions.

P.O. Box 204 • Mt. Vernon, IA 52314

Phone: 866-232-9255 • Fax: 319-895-8830 • Website: www.cfawalls.org • Email: jbaty@cfawalls.org

What (cont.): Course #2: *Consultative Selling: Strategic Questions that Sell*

Cost: \$50 per connection to active CFA Members

Summary: What happens when you talk about your product too soon in the sales call? You decrease the probability that your customer will buy. Successful salespeople have the ability to know what to ask their customers in a way that produces valuable selling information. They function as sales consultants by knowing how to analyze the needs of their customers before they present their products or services as the best solution. Consultative Selling is the process that gives you the skills to gather information that helps you to sell. You will avoid getting customer objections when you develop an effective selling strategy. You will learn the process to uncover your prospects' or customers' needs and buying strategy. You will learn to present your product or service so that your customer wants to buy.

Where: CFA AccuConference Web/Teleconference System by appointment

How: Identify below the number of connections from your company for each course. Your reservation will be confirmed by Jim Baty, CFA Technical Director and will include the codes for the event(s). If you have any questions regarding the content or if future content ideas are of interest, please let us know. We are excited to be able to bring this opportunity to the members of the CFA. **Please note: Your 2008-09 dues must be current to participate in this opportunity.**

Company Name: _____

Contact: _____

Number of Connections: Course #1 (May 15) _____ Course #2 (May 29) _____

Note: \$50.00 charge per connection (one connection = phone + web)

Method of payment: Credit Card (please circle) MC Visa AmEx

Card #: _____

Exp. Date: _____ CVC Code: _____

Invoice Me

Will send company check

(payable in U.S. Funds only to CFA)