



The Customer Engagement Roundtable

Guest Speakers:

Chris Stoa

CEO, LaserNetworks

Chris is a sales veteran and CEO of a very successful organization that is fully committed to customer engagement. He will share his many insights on how to boost sales performance and discuss the tactics that LaserNetworks has exercised to achieve stunning customer engagement levels for more than 20 years.

Teresa Jonescu

*Rgnl Sales Manager,
Bayer Inc.*

As Regional Sales Manager, Teresa will contribute valuable insights into how Bayer Animal Health is applying breakthrough customer engagement strategies to win more business.

Brady Wilson

Speaker & Author

As facilitator, Brady will help demonstrate how to uncover and overcome the sticking point through the use of Pull Conversation, a sales technology that puts the sales person right inside the customer's world.

A Dialogue for Sales Leaders

How to Boost Sales Performance & Enhance Customer Engagement

This is your opportunity to attend a roundtable discussion with other sales professionals and industry leaders, gain insights and discuss strategies and learn the skills that are creating breakthrough, sustainable results for individuals, teams, and entire organizations.

THURSDAY OCT 30TH 2008

8:00 A.M. TO 11:30 A.M.
MISSISSAUGA, ONTARIO

AGENDA

8:00 a.m. Arrival, Continental Breakfast, Networking
8:30-11:30 a.m. Proven Methods for Customer Engagement,
Roundtable discussion and Sharing Discoveries

Location

Hilton Garden Inn Mississauga
100 Traders Blvd. Mississauga, Ontario

RSVP

Roundtable is complimentary

Please respond by Thursday October 16, 2008

bradyw@juiceinc.ca or call Toll Free 1-888-822-5479



WHY YOU SHOULD ATTEND THIS SPECIAL ROUNDTABLE EVENT

We've all been there – arriving at that point in a relationship with a customer where they pull back and disengage. We call that resistance the *sticking point*. The sticking point can be cognitive (“This doesn’t make sense”) or emotional (“This doesn’t feel right”).

So what makes the sticking point sticky? Emotions. We live in a feelings economy where people’s emotional needs drive their decisions. In fact, their behaviors can best be understood as *an attempt to get their emotional needs met*. Understanding and meeting the needs that matter most to your customer will increase trust, respect and loyalty, reduce misunderstandings and boost overall sales performance.

This Sales Roundtable will help you boost sales performance and enhance customer engagement by teaching you how to:

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| 1 | 2 | 3 | 4 | 5 |
| •Shorten the sales cycle and reduce cost of sale through effective conversation | •Maintain high personal energy levels to achieve sales targets | •Uncover the emotional motivators behind why and how people buy | •Use powerful invitational language to make yourself understood to the customer | •Sustain strong customer relationships in order to maintain healthy pipelines |

Join us for an informative, interactive session featuring:

- Guest Speaker:**
- Chris Stoa**
CEO, LaserNetworks
 - Teresa Jonescu**
Regional Sales Manager, Bayer Inc.
 - Brady Wilson**
Speaker & Author, Juice Inc.

Roundtable is *complimentary*
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