



Kentucky Chamber of Commerce's Market Your Way to Sales Success in a Down Economy

presenting **Joe Bonura**

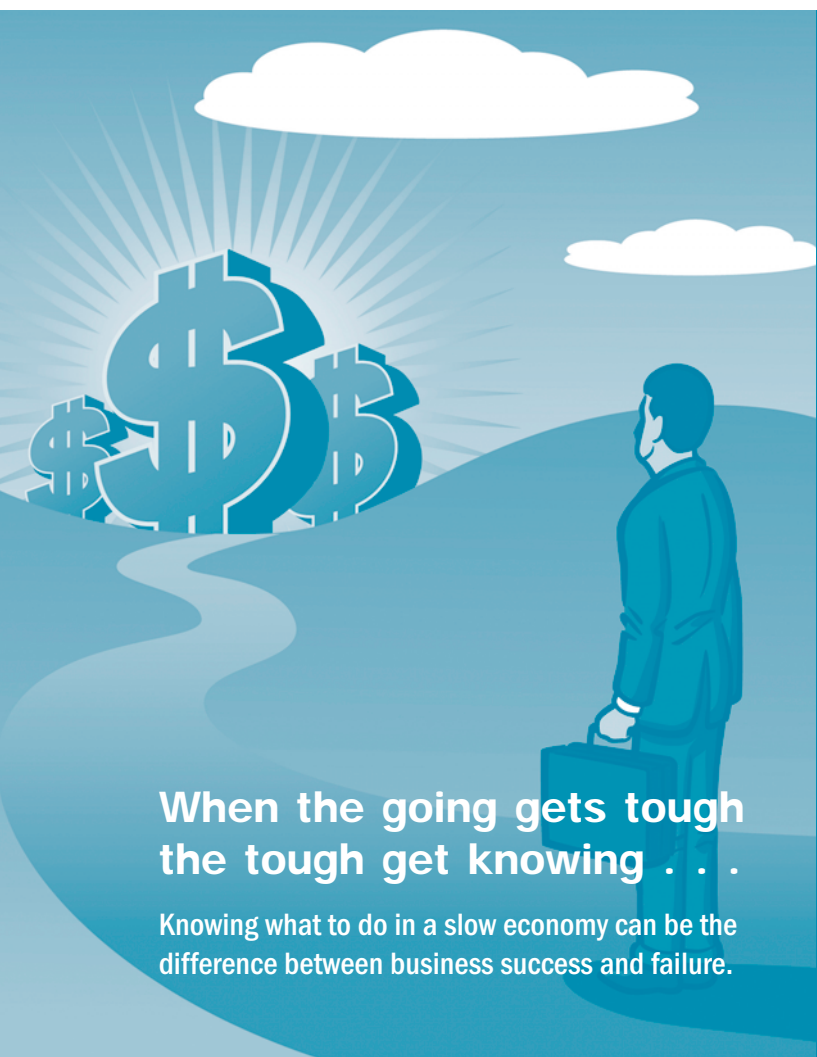
author of *Throw the Rabbit – And Make That Sale*

March 23, 2010
8:30 a.m. - 4:30 p.m.
Hyatt Regency Lexington
Lexington, Ky.



Kentucky Chamber
Uniting Business. Advancing Kentucky.

464 Chenault Road
Frankfort, KY 40601



**When the going gets tough
the tough get knowing . . .**

Knowing what to do in a slow economy can be the
difference between business success and failure.

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This will be the best investment you make this year!

8 a.m. – Registration and Continental Breakfast
8:30 a.m. – Seminar begins
Noon – Lunch (provided)
4:30 p.m. – Seminar adjourns

Market Your Way to Sales Success in a Down Economy

You Can Make It Happen

Joe Bonura will challenge, motivate, encourage and inspire you to face your sales and marketing challenges with confidence. He will show you how to maximize your unique capabilities with the five empowering action strategies revealed in this session.

Strategic Sales Planning Made Simple

Understanding strategic sales planning is not rocket science – although sometimes it seems to be. Bonura will show you how to develop a plan for growing your customer base with his power thinking road map.

Seek and Find Hot Prospects

Take the confusion and frustration out of prospecting. Learn a simple, systematic approach to finding more business.

Asking for the Business and Getting It

Learn how to open relationships, discover client needs and close sales by asking the right questions.

Expertly Handling Objections

Discover a low-stress approach to handling objections. Handle any objection with confidence while gaining trust from the customer.

Turning Needs Into Sales

Master strategies to turn client information into a focused presentation. Organize and deliver a plan based on your client's needs.

Negotiation

Learn how to stop haggling and take control of every sales situation. Strategic positioning, selling value over price and power body language will be discussed.

Who's Afraid of the Big Bad Phone

The telephone is the most efficient way for people to make sales calls, handle complaints, qualify prospects and service customers. Turn the phone into an exceptional sales tool.

You Can Hear A Lot When You Listen

People who listen effectively target customer needs and use that information to get more business. Master how to hear what your customers are really saying.

Creating Customer Excitement

... or how to change from salesperson to "serveperson". Unleash your hidden potential to turn customer satisfaction into customer excitement. Learn how to win and keep customers by creating the energy that breeds customer loyalty.

Creating a Vision

Aim for your dreams in this goal-setting workshop. See beyond today and develop long and short-term, professional and personal objectives.

Escape from Your Comfort Zone

Imaginary walls that block golden avenues to higher achievement form the Comfort Zone. Break out of your Comfort Zone by discovering how to reach beyond your perceived limitations and become more productive.

Organizational Skills

Learn how to organize your time and your office to find more time for sales. Apply a powerful system that will help you use your time efficiently and effectively.

Squeeze more revenue out of a tight economy!

Why Attend?

Joe Bonura's dynamic Sales and Marketing program will show you how to make your own economy with proactive ideas that work in the real, real-world. Attend this session and the day after your business will be in turbo mode. Bonura has been helping business owners, managers and sales-people succeed for over 40 years.

Who Should Attend?

- Presidents
- Owners
- Sales managers
- Marketing managers
- Sales staff
- Anyone responsible for sales or marketing

Past Attendees Say It Best

"Thank you for the excellent program you did for Blue Cross/Blue Shield of South Carolina's Major Group Division . . . This program was well worth the investment of time and money. I just wish we had done the program when I was in sales."

—Mike Harris, Vice President Major Group Sales

"I love to feel the energy and enthusiasm that develops within a sales department after they have been exposed to an effective, professional sales and marketing trainer . . . Joe, that energy and enthusiasm was truly evident with our sales people after your presentation."

—Wayne Porter, Group Publisher, Black Press, Vancouver, British Columbia

"I have been to many seminars from untold number of sales gurus; they pale in comparison to yours. I am already the top biller in the company, but I am going to take that to new heights."

—Randy Jones, East Kentucky Broadcasting

About the Speaker



Joe Bonura

Joe Bonura & Associates, Inc.

Bonura is a professional author, speaker, trainer and consultant who helps companies increase sales, improve customer service, empower employees and survive change. He owned and operated a \$14,000,000 advertising agency before he sold it in 1989. Since then, Bonura has influenced many people to achieve successful outcomes in business and in life. Bonura is the author of *Throw the Rabbit – And Make That Sale*. He is recognized by the National Speakers Association as a certified speaking professional. Bonura has delivered keynotes and conducted seminars for over a thousand companies from England to Canada, to the Philippines and every state in the U.S.

Our Guarantee

If you are not 100 percent satisfied with your seminar experience, we will refund your money.

Membership Info

It's not too late to take advantage of the Kentucky Chamber member discount. To learn more about membership, call 502-695-4700 and ask for a membership representative.

“Joe has always been a part of our overall sales success plan. Every company I have been involved with uses Joe's expertise!”

—Jude Thompson, President, Papa John's International

Register

Market Your Way to Sales Success in a Down Economy

registration fees

\$299/Kentucky Chamber Member

\$399/Non-member

Special Offer: Send 3 and the 4th is FREE!

cancellations/substitutions

Cancellations must be made no later than five business days prior to the program for a full refund. After this date, no cash refunds will be granted. Substitutions are welcome. Special accommodations made upon request.

how to register

phone

Call Casey Adams

502-695-4700, ext. 8727

fax

502-695-6824

24 hours a day!

e-mail

cadams@kychamber.com

mail

Send registration form to:

Kentucky Chamber

464 Chenault Road

Frankfort, KY 40601

web

www.kychamber.com

location and lodging

March 23, 2010 (80756)

Hyatt Regency Lexington

401 West High Street

Lexington, KY 40507

Tel: 859-253-1234 Room Rate: \$115*

Cutoff Date: March 2, 2010

**The advertised Ky. Chamber room rate cannot be guaranteed after the cutoff date.*

When contacting hotel for lodging, please specify that you are with the Kentucky Chamber of Commerce's Market Your Way to Sales Success in a Down Economy to receive the discounted rate.

to register, please complete

To process your order, the entire registration form must be complete.

Company _____

Address _____

City _____

State _____

Zip _____

Telephone _____

Fax _____

Principal Line of Business _____

Number of Employees _____

complete for additional registrants

Registrants' Names _____

Titles _____

E-mail Addresses _____

FREE

*I understand that by providing the phone, fax number and e-mail information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Chamber of Commerce.

payment

___ Conference fee enclosed with check payable to the Ky. Chamber. Check Amount \$ _____ Check # _____

___ Charge to: VISA ___ MC ___ American Express ___

Account # _____ Exp. Date _____ Security Code ___ ___ Signature _____

___ Bill company PO# _____