

LIGHTHOUSE



MARKETING

PRESENTS:

WHEN:

SALES:
BEYOND THE BASICS

MARCH 11, 2009 6-8PM
@ SOUTH SIDE INNOVATION CENTER

Role play results of homework assignment to learn and better understand common pitfalls and proven methods to overcome them in the future.

Explore the many techniques used to “close the sale” and identify when the closing process begins and when, if ever, it should end.

Identify the differences between marketing and sales; the important role they each play in sustaining a successful business enterprise or career: review an article written by instructor entitled “Creating Memorable Marketing”.

Discuss the importance of an individual’s reputation and ethical integrity to the long-term success of their business or career.

Evaluate the theory of an “emotional comfort level” for success and how to identify and break through any plateau.

Facilitate the activity of “The 3 Elements to Persuasion for Successful Entrepreneurs, Sales Professionals and Leaders to Know and Use!”

INSTRUCTOR’S BIO:
SUSAN BEEBE, PRESIDENT & OWNER
LIGHTHOUSE MARKETING, INC.



As a twenty year veteran of award-winning sales and sales management, Susan Beebe has mastered the art of selling. Beginning her sales career in residential real estate at age 19, she learned early that perseverance, integrity and plain hard work would equal the playing field of any “old pro”.

After receiving numerous sales achievement awards; she accepted the position of Sales Manager at age 25 and became responsible for the success of more than thirty sales associates. During this career move is where Susan learned the importance of leadership; empowering her sales associates to achieve personal success while leading her branch to new levels of growth.

In 2001, looking for the next big challenge and opportunity, Susan launched Lighthouse Marketing, Inc., a successful full-service advertising agency. She credits the success of her company in part to her extensive sales prowess along with the individuals who make up her team; strategic partners, vendors, clients, her family as well as her associates, Laura Posecznick and Jessica Sloma. Susan believes that success is never achieved as an individual; it takes many participants who share the same goals and vision to sustain success.

