

LIGHTHOUSE



MARKETING

PRESENTS:

WHEN:

SALES:
THE BASICS

MARCH 4, 2009 6-8PM
@ SOUTH SIDE INNOVATION CENTER

Explore and identify each participant's personal beliefs of what it means to be a "sales person" and how those beliefs potentially affect their success.

Identify characteristics for sustaining success in your business and the realization and acceptance that we are all "sales people" regardless of our current job title or position.

Learn what it means to have a *CUSTOMER DRIVEN BUSINESS ATTITUDE*; and master the strategies to develop and own this attitude on a consistent basis.

Explore the science of sales and the concept that sales success is purely a numbers game. There is no magic, just *SEVEN STEPS TO DEVELOPING A SUCCESSFUL SALES PROCESS*.

Provide the insight and skills necessary to set and obtain both professional and personal sales goals on a regular and consistent basis.

Facilitate a homework assignment to be completed after this session and request participants return to session two prepared to share their individual experience and results to our group.

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.

