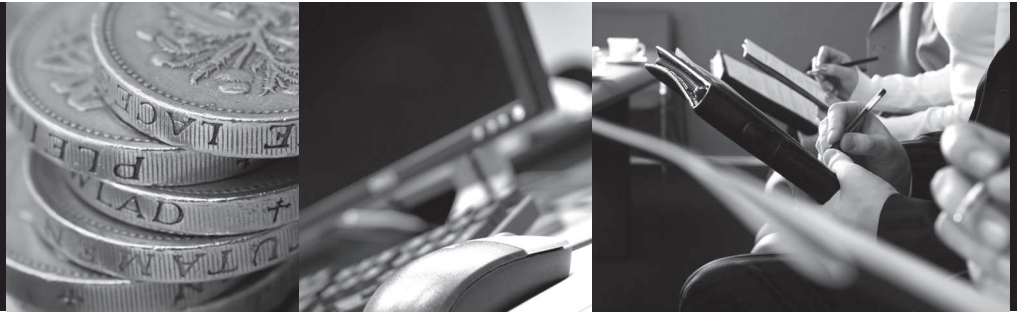


# Leasing and Sales Training

Two of the top leasing trainers in the UK explain the secrets of leasing, the technical details, and the most effective selling techniques



Jan Szmigin  
Principal  
LeasingWorld Ltd



Mike Ramsay  
Principal  
Persona Training

*I guess the question is "Can you afford not to make this small investment in your team?"*

## VENUES AND DATES

London  
October 28th 2008

Reading  
November 26th 2008

## MORNING SESSION – THE TECHNICALITIES OF LEASING

- Leasing 101 – DVD Leasing Induction
- Lease Accounting – SSAP21 and IAS17, what you really need to know  
Morning Coffee
- Lease Taxation – Writing Down Allowances and Long Funding Leases
- Leasing Law – Review clauses of typical lease documentation

## AFTERNOON – SALES EFFECTIVENESS WITH FINANCE AND LEASING

*"How to get the most from selling financial solutions  
OR using financial solutions to help you sell!"*

This powerful 3 hour session is designed for anyone involved in selling finance [Asset/Consumer or Motor] products OR using finance to help sell their products and services [Vendor or Sales Aid]. The session will include:

- Why and How 'cash' prices do not work in a price conscious environment
- The power of Key Influencers – Selling through influencers in the REAL world
- Helping to buy techniques NOT selling theory
- Preventing the real competition – No Decision  
Afternoon Tea
- Preventing the 'price objection' issue and 'cost justification'
- Increasing sales and order values
- Fresh ideas to re-charge your sales effort in tough times!

See Mike's website at [www.personatraining.com](http://www.personatraining.com) and listen to an Audio track

Class sizes limited per session

Half Day Pass £119.95 (ex VAT), Whole Day Pass £199.95 (ex VAT)

THREE Good Reasons to attend **1** Get up and running **2** Keep up to speed **3** Stay ahead of the pack

# FAX TO 01905 621444 or 01279 713913

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Web: www.leasingworld.co.uk

Post: LeasingWorld Ltd  
Oakhill House  
Uphampton  
Worcs. WR9 OJR, UK

## PLEASE REGISTER THE FOLLOWING FOR LEASE TRAINING

I would like to attend the following dates and sessions (please tick):

Venue	Date	Session
London	October 28th 2008	<input type="checkbox"/> Morning Session <input type="checkbox"/> Afternoon Session
Reading	November 26th 2008	<input type="checkbox"/> Morning Session <input type="checkbox"/> Afternoon Session

### DELEGATE DETAILS

Full name: \_\_\_\_\_ Mr/Mrs/Miss/Ms/Dr

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Booking authorised by (name and signature): \_\_\_\_\_

Note: Sending this form will register your company for the event, and trigger an invoice to the Company above.  
Payment must be received before the session date to enable attendance.

### YOUR WAYS TO PAY

I enclose a **cheque** made payable to LeasingWorld Ltd for the sum of £..... for ..... delegates

Please charge my **credit card** for the sum of £..... for ..... delegates

Cardholder's name \_\_\_\_\_

Address (as appears on statement) \_\_\_\_\_

YOUR CREDIT CARD DETAILS  Visa  Mastercard

Card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ Security code (last 3 digits): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Invoice me**  £  €  US\$

**BACS:**

**GB£:** IBAN: GB95 LOYD 3099 9003 9689 90 BIC: LOYDGB21126

**€:** IBAN: GB11LOYD 309990 86292171 BIC: LOYDGB 21126

**US\$:** IBAN: GB66LOYD 309990 11560441 BIC: LOYDGB 21126

### IMPORTANT INFORMATION

#### FEES AND PAYMENT

The Half Day fee is £119.95 per delegate (plus VAT), the Whole Day Pass is £199.95 per delegate (plus VAT). The fee includes documentation as provided by the trainers, Coffee and Tea provided in both sessions. Sandwich lunch is provided for attendees of either sessions