

Lunch & Learn

Taking the Chill out of Cold-Calling

Lunch & Learn: "How to take the Chill out of Cold-Calling"

Presented by: Jack Warkenthien, CEO of Next Step Solutions

5 Reasons to Attend:

- You are required to make cold calls, and you're not getting the Sales results you expect
- Your pipeline is near empty and you find yourself spending time with Not-Qualified / Interested candidates
- You find yourself smilin' and dialin' from tired prospect lists, that you have either found or have been provided, by a Sales manager
- You are measured by how many doors you knock on, and / or how many business cards you collect
- You are ONLY compensated for what you SELL, and yet you find yourself spending more than 80% of your time PROSPECTING!

5 Things You Will Learn:

- How to create a scenario where you always receive a warm reception from your candi-dates
- How to recognize the four temperatures of referrals, and what to do with each, as they flow through your pipeline
- How to target the most Qualified / Interested candidates before you knock on the door or make the phone call
- How to compress the Sales process and get your candidates to a binary answer (ie. YES or NO), faster than you ever thought possible
- How to focus on why people buy, instead of how to sell to them, since nobody likes to be sold!

WHEN

Tuesday, April 2nd, 2013

11:30 a.m. to 1:30 p.m.

WHERE

University of Houston, Small Business
Development Center
2302 Fannin, Suite 200
Houston, TX 77002

INDIVIDUAL TICKETS

☐ Members: \$40

☐ Nonmembers: \$60

PAYMENT INFORMATION

Name Title

Company

Address

City State ZIP

Phone Fax

E-mail

Payment: ☐ MasterCard ☐ VISA ☐ American Express ☐ Check (payable to Greater Houston Partnership)

Credit Card Acct. No. Exp. Date Payment Amount

Print Name on Account

SIGNATURE

HAVE QUESTIONS? For more information, please contact Casey Laycock at claycock@houston.org or 713-844-3681.

**RETURN
FORM VIA...**

MAIL Greater Houston Partnership, ATTN: Casey Laycock
1200 Smith, Houston, TX 77002
Check or credit card

OR

FAX ATTN: Rita Ricard
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