There are many key drivers of a company’s top line, but few rival the monetary benefit received as a direct result of the relationships we have with our clients. Cultivating a loyal client base can serve as a long lasting source of referrals and repeat business when done properly. This workshop is designed to provide participants with real world, tactical approaches for selling more of their products and services to new and existing clients in the consultative manner that today’s clients expect.

Developed and led by an award-winning instructor of marketing and professional selling, Ms. Cynthia Gundy, this workshop will expose participants to the importance of relationships in business today for increased sales, an overview of the sales process and tips for building a loyal client base. Attendees will have a chance to practice their professional selling skills and leave this workshop with a sample of solid tools that have had proven success with leading companies across a variety of industries.

KEY BENEFITS

• Develop a deeper understanding of the buying process your clients go through
• Learn how to create and deliver a relevant sales message tailored to your clients’ style
• Discover how to build and nurture customer relationships with high credibility
• Acquire tools to grow your client base
• Practice selling skills required to help clients make good purchasing decisions

WHO SHOULD ATTEND

Any business professional interested in helping their organization increase sales. It is especially suitable for:

• Anyone starting or thinking of starting a sales career
• Sales professionals who have not updated their skills in the past 5 years
• Small business owners and executives
• Experts from technical and other areas who support sales

PROGRAM DATE
Thursday, June 28, 2018
8:00 am - 5:00 pm

LOCATION
UCF Executive Development Center
36 West Pine Street
Orlando, FL 32801

INSTRUCTOR
Cynthia Gundy, MBA

TOPIC
Customer Service/Sales

RELATED WORKSHOPS
Customer Experience & Innovation
Effective Negotiation

REGISTRATION FEE
$450 (see back for details)
WORKSHOP AGENDA
Thursday, June 28, 2018
• Registration & Light Breakfast
• Welcome & Introductions
• Professional Selling: An Overview
  • Business development vs. marketing
  • An overview of the types of selling
  • The importance of relationships in business today
  • Key differences between selling a product and a service
  • Two key ways to grow your business
• Coffee Break
• The Soft Skills of Selling
  • Communication tips
  • Adaptive selling
  • Networking Luncheon
• The Sales Process
  • Built around how clients buy
  • Prospecting for new business – sources of leads
  • The client meeting
  • Effective follow-up
• Coffee Break
• Role play practice
• Role play debrief & session wrap-up

ABOUT THE INSTRUCTOR
Cyndi Gundy, MBA is President and Chief Training Officer with CG Consulting, a business development and training company dedicated to helping clients increase their sales, improve their customers’ experiences and deliver powerful presentations to their clients.

She helps clients achieve their goals in a variety of ways: by designing and delivering interactive, impactful workshops, assisting leaders with the creation and implementation of client-centric business development and marketing strategies as well as identifying opportunities and solutions for internal process improvement.

Cyndi specializes in the professional services industries and has worked with clients in numerous disciplines over the past 13 years, including architecture, engineering, accounting, and construction. She also has experience working with clients in the retail, banking and healthcare industries.

Cyndi is also sought after as a keynote speaker at National Sales Meetings on the topics of improving sales, enriching customer service, and personal branding.

PROGRAM REGISTRATION FEES
• $450 per participant
• Registration fee includes one day of highly interactive sessions, light breakfast, networking luncheon, refreshment breaks, adjacent parking downtown, and all course materials
• Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

REGISTRATION OPTIONS
Register Online
Call (407) 235-3915
Email executiveeducation@bus.ucf.edu

Mail online registration form & check payable to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801

“As a seasonal sales professional, I found the practical, energetic approach to business development presented by Ms. Gundy to be very well done. Makes me really want to step up my game, incorporate ideas.”

Yvonne Baker, Regional Managing Partner, Franklin Street