

Focus Group – 2 Hr evening session

Building your business, building the brand!

How many people within your team understand the significance of branding and the impact it has on your customer?

Many people think that building the brand is the responsibility of marketing & PR departments. Interestingly enough the people who have the greatest control over your brand and **the future of your business are your sales force**. In this information packed session your team will be given the tools to **sell based on brand** and understand how their **sales dialogue** effects the connection a customer has with everything in the store.

- Use dialogue that builds lasting customer relationships
- Understand the importance of branding and the role we play as sales people
- How to effectively ascertain motive to connect a customer to your business
- Save time with punchy closes that leave an impression

2 hour evening session 7pm – 9pm

Brisbane – Monday 30th August

Sydney – Tuesday 21st September

Adelaide – Tuesday 14th September

Melbourne – Tuesday 12th October

Perth – Tuesday 17th August

Logistics will be sent via email after online registration is completed.

Investment \$44 per attendee or for Members 1 point per 2 attendees (Inc GST)