

USI TO SPONSOR  
SALES COURSES



## NEWS RELEASE

CONTACT: Sherrianne Standley, University Relations  
(812) 464-1902

For Immediate Release  
November 4, 1987

An all-day seminar designed to help sales-people make telephone selling work for them will be presented Friday, November 13, by the University of Southern Indiana's Office of Continuing Education.

The seminar was designed and will be conducted by Edward Leader, nationally known professional salesperson, author, consultant, and seminar leader. The cost of on-site sales calls has risen 500 percent since 1975 and salespeople are using the telephone to trim their overhead. The telephone selling seminar offers words, concepts, and techniques -- practical methods and alternatives -- needed for successful telephone communication.

The registration fee for each seminar is \$140, with a \$15 per-person discount available when two or more from the same company register at the same time. For information or to register, call the USI Office of Continuing Education, (812) 464-1863.

- 30 -