

SALES SEMINARS
SLATED AT USI



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Edward S. Leader, a nationally known salesperson, author, consultant, and seminar leader, will conduct two day-long seminars designed to improve selling skills and customer relations on Tuesday and Wednesday, March 15-16, at the University of Southern Indiana.

"How To Sell to Tough Customers" and "How To Handle Irate Customers" will demonstrate winning techniques for the professional salesperson, or those who want to be. The Alabaman "educates through entertaining" in presenting practical skills and a blueprint for increasing sales and service as much as 40 percent. The blueprint includes handling irate customers, how to avoid "turn-off" words, developing listening skills, 12 ways to "zap" the competition, and 10 ways to close a sale.

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

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