



The next program is **July 17h**, so register ASAP for this all new ...

# ERA Webinar

**Sign up NOW for this live, one-hour, interactive educational seminar designed for all rep, manufacturer and distributor salespeople and managers.**

## **July 17<sup>th</sup>: Closing for Commitment Starts in the First 10 Seconds**

Speaker: **Bill Heyden, Heyden Training (former national training manager of Panduit Corp.)**

Challenging times require salespeople, both veterans and newcomers, to step up your strategies to “get to first base” with customers and prospects. In this Webinar, you will learn how to:

- create a customer-focused introduction that earns you credibility and trust;
- use your knowledge, experience and association or other networking contacts to draft a compelling business reason for a customer/prospect to engage with you;
- set yourself apart from competitors who tell customers/prospects **why** they should engage rather than **earning** the right to engage.

For use-it-now information and insights from a sales training expert, sign up today!

### **Here are the *FAST FACTS*.**

- All that’s needed to participate is a telephone and a high-speed Internet connection.
- For just one **LOW** connection fee of **\$65** for ERA and MRERF association members (\$85 for non-members), **MULTIPLE** attendees can participate at the same location. Invite your staff or chapter members to attend a Webinar together!
- Registrants receive a **FREE** audio recording of each Webinar for future reference and/or sharing.
- All Webinars begin at **NOON Eastern time** and run for one hour.
- Time is allotted for attendees’ questions and interactive discussion with the speaker.
- On-line registration is quick and easy via a link to ERA’s service provider, Confertel.
- Registrants receive a toll-free dial-in number and a link to Webinar PowerPoint files in advance.
- CPMRs and CSPs earn .1 CEU for each Webinar.

**To register for the July 17th Webinar,**

(or to order audio and PowerPoint files of any of the past 13 Webinars at just \$20 each),

**go to [www.era.org](http://www.era.org) ... and click on the **Webinars** link in the home page **Spotlight**.**

*(To sign up at member rates, have your ERA I.D. number ready.)*