



presents

Get That FIRST APPOINTMENT!

Thoughts, strategies and techniques to help you schedule your first appointment.

Tuesday, January, 17, 2012

Spaghettini Grill and Lounge
3005 Old Ranch Parkway
Seal Beach, CA 90740

Schedule:

5:30 pm – 6:30 pm Registration and networking
6:30 pm – 8:00 pm Panel discussion

Cost: \$35

Endless voicemails, vacant reception areas, automated receptionists, and of course those tenacious impenetrable gatekeepers...how in the world can we get a hold of our targeted decision makers? Or worse, who can we contact to even learn who that target is? Well, plan on attending this Sales Club meeting to hear from three talented print salespeople who continue to successfully reach and get appointments with the folks with the keys to the kingdom. The very people who award their company's marketing projects.

At this meeting you will learn:

- How to identify the appropriate contact
- Strategies to get that initial appointment
- Ways to secure that first job
- Techniques to get invited back

Who Should Attend: All new and seasoned Sales People, Sales Managers, Owners and Presidents

Comments from the last Sales Club meeting:

"Very helpful; I can use much of what I learned tonight."

"I'm a small company owner responsible for sales and this was very motivational to me."

"Informative information for us in such a tough economy."

Panel members include:

Carole Maclean	Jeff Thompson	Eric Diller
<i>Meridian Graphics</i>	<i>Trend Offset Printing</i>	<i>NCLA</i>



Thank you to our sponsors:



Return to:

Rose Dorado
PIASC
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040

Phone or Fax registration to:

Phone: (323) 728-9500, Ext. 231
Fax: (323) 724-2327

Email registration to:

rose@piasc.org

or register online at: www.piasc.org

Fee: \$35 per registrant

- Bill the Company
- Check Enclosed

REGISTRATION FORM:

Yes! Sign us up for "Get That First Appointment" presented by the PIASC Sales Club on Tuesday, January 17th at Spaghettini Grill and Lounge

Name: _____ Name: _____

Company: _____

Address: _____

City: _____ State/Zip: _____

Phone #: () _____ Fax #: () _____

Email: _____

*Cancellation must be received within 48 hours of the program for refund.