

Polly Lemire *The Cold Call Cure*

How to beat prospecting fears and take your business to a new level!

Polly Lemire is a professional speaker and sales consultant who brings 25 years of award-winning sales and advertising experience and her personal expertise as a small business owner to her audiences.



She is the author of ***The Cold Call Cure*** and has created several college courses, including "Closing the Sale", "Strategic Selling", and "Cold Calling For People Who Hate Cold Calls."

After spending 25 years in the advertising industry as an account executive, she is presently the Director of Sales & Marketing for Life Sales of Northern California. She creates marketing strategies and provides training for independent financial advisors.

Her practical viewpoint, high energy, sense of humor, and creative ideas have helped hundreds of small business owners, financial consultants, salespeople and network marketers overcome the challenges of prospecting and selling with superior results.

You will learn the following strategies for overcoming your mental barriers to effective selling:

- How to rid yourself of out-dated myths and misconceptions about "selling"
- How to replace emotions that hinder with a "system" that works
- How to reframe the immobilizing impact of fear
- How to create a "Garbage Dump® " for negative thoughts

Reservations Required/Space is Limited

When:	Friday • July 1 • 8:00–10:00 am
Where:	Small Business Development Center • 431 Tenth Street • Santa Rosa
Cost:	Advance reservations and payment \$12. \$15 at the door. Continental breakfast included.
RSVP:	Cynthia Riggs • (707) 823-1602 • cynthiar@comcast.net Karen Widmer • (707) 965-3932 • karenwidmer@earthlink.net
Payment:	Send your check or money order to CEE • POB 203 • Cotati, CA 94931

The Entrepreneurial Exchange Pact:

Entrepreneurs place top value on practical opportunities to learn from each other and the experts in subjects uniquely relevant to entrepreneur-hood. We commit to delivering a perfect blend of networking and instruction.

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