

a workshop  
with Polly Lemire  
author of  
*The Cold Call Cure*

## How to Sell More with Less Stress

- Does the idea of “selling” conjure up the vision of a used-car salesman?
- Does your business depend on getting appointments with new prospects?
- Is the role of “sales person” only one of your many entrepreneurial roles?
- Are there parts of the sales process you can put on “auto-pilot”?
- Is there a secret to building a prospecting approach that will get the results you want?

### Weekly Practice!

Each week, apply what you’ve learned to your business and bring your results back to the class for feedback and ideas. Here are some of the tools you’ll walk away with:

**Week One:** Take the stress out of finding prospects. When you understand the relationship between marketing and selling, you can create a prospecting approach that’s comfortable for you and your potential clients.

**Week Two:** Take the stress out of the sales process. You don’t need to manipulate when you understand how to build rapport and present your products and services as solutions to the needs of your clients.

**Week Three:** Closing the sale. How to handle objections and close a sale!

**Week Four:** Professional secrets to sell more with less stress and fewer mistakes. How to stay focused. How to pull yourself out of a slump. Why fun and creativity are essential to success! ***Become a certified success.***

**Polly Lemire** is the Director of Sales and Marketing for Life Sales of Northern California/Nevada. She brings more than 25 years of award-winning sales experience in advertising and marketing to her audiences. The material for this course comes from courses she created for St. Louis Community College. Her practical viewpoint and sense of humor have helped hundreds of business owners, financial and insurance consultants, sales people and network marketers become more successful in overcoming the challenges of prospecting and selling with superior results.



### Reservations Required/Space is Limited

- When:** Four Thursdays • October 6, 13, 20 & 27 • 6:30–9:00 pm
- Where:** Small Business Development Center • 431 Tenth Street • Santa Rosa
- Cost:** Advance reservations and payment \$95. \$125 at the door (space permitting). Workbook included. Certificates of completion will be awarded.
- 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

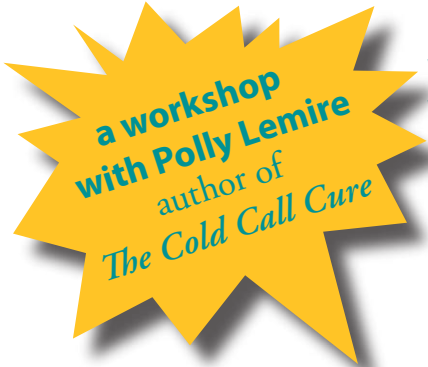
### The Entrepreneurial Exchange Pact:

*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.*

*The Redwood Empire SBDC at Santa Rosa Junior College is an affiliate of the Northern California SBDC Program sponsored by: San Jose State University Foundation, the California Community College’s Economic and Workforce Development Programs and the U.S. Small Business Administration. This is a partnership program under the current Cooperative Agreement with the SBA and the San Jose State University Foundation. Any opinions, findings, conclusions or recommendations expressed are those of the presenter(s)/author(s) and do not necessarily reflect the views of the sponsoring entities. All services are extended to the public on a non-discriminatory basis. Reasonable accommodations for the disabled will be made, if requested in advance.*

*The Center for Entrepreneurial Excellence presents*

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*Co-sponsored by the Redwood Empire Small Business Development Center and the Center for Entrepreneurial Excellence*