

# 2018 Sales Training with Lisbeth Calandrino



## THE BOTTOM LINE: IMPROVING YOUR OUTSIDE SALES

Looking to improve your outside sales? This training will teach you what you need to do to be successful. In any sales, the customer has expectations for outside vendors. Lisbeth Calandrino will take you through what tools you should use, how to establish your plan, set your goals and do your pre-call research. Once you are prepared, we will walk through the specific techniques of the sale, including getting past gatekeepers and overcoming objections and closing the sale. This is not just for beginners, your entire sales staff will benefit from this great training.



Mid Atlantic  
Floor Covering Association

**Sign Up Today!**

**February 13th, 2018**

**10:00 to 2:00**

**Member Pricing: \$150.00**

*Not a member – contact us and we'll get you signed up!*

**Lunch will be provided**

**Location:** CCA Floors & Interiors  
885 A South Pickett St  
Alexandria, VA 22304

**Register at our website**

[www.midatlanticfloorcoveringassoc.com](http://www.midatlanticfloorcoveringassoc.com)

**Or contact:** Michelle Goshorn  
mdnvafa@msn.com  
877-896-3605

### **About Lisbeth Calandrino**

For the past twenty years, Lisbeth has been helping businesses develop sales opportunities and build customer service strategies to increase their bottom line. She considers herself an after sale marketing specialist; the key is to keep and grow customers. To add to her tools, she recently joined forces with Followyourcustomer, Inc. as Director of Business Development. FYC is an email and direct-mail marketing program used in many industries. Lisbeth's presentation style is straight forward, enthusiastic and content packed with years of business experience. She is someone who can improve your bottom line, motivate your team to move out of their comfort zone and make them laugh. Lisbeth connects with her audience with real-life stories and speaking directly from the heart. For more information, check out Lisbeth's website, [www.lisbethcalandrino.com](http://www.lisbethcalandrino.com). She can be reached at [Lcalandrino@nycap.rr.com](mailto:Lcalandrino@nycap.rr.com), Find her on social media.

