The New Sales Training
From Sales to Marketing
Lisbeth Calandrino

Is Your Sales Team Ready??

The internet has made today's consumer more knowledgeable than ever. Years ago the consumer depended on the salesperson for all of their information; where else could they go? With social media and other online tools, this leaves the salesperson in a quandary. Where do we fit?

The issues are no different; how do I to network with customers and get them to buy from me?
The game is the same but the path has changed. The salesperson has more tools to influence the consumer to buy. The real key is to continue to grow these relationships to continue to build important connections and more sales.

Google says, and who knows more about us then Google, that we should be connecting online and getting to know people before they need us. Once they buy from us, we can stay in touch so they will remember to send us their friends. The new savvy salesperson is a cross between a salesperson and a 'mini-marketer.'

Join us as we discuss what tools are available and how salespeople can use them to make more sales and make an impact on the bottom line.

Mid Atlantic
Floor Covering Association

Sign Up Today!
May 16th, 2017
10:00 to 2:00
Early Bird Member Pricing:
$150.00
After April 30th/Non-Member:
$199.00
Lunch will be provided

Location: J.J. Haines
6950 Aviation Blvd
Glen Burnie, MD 21061

Register: **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 and 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. She can be reached at Lcalandrino@nycap.rr.com, Find her on social media.