



The Sales Professional

How to sell to today's internet savvy customer

Lisbeth Calandrino

Today's salesperson has to be both salesperson and marketer.

Take a minute and imagine where the world was 10 years ago. We all know the internet has changed all of us as customers. We are very different shoppers than we were 10 years ago. We have access to all types of product information and know how to find online product reviews and compare prices. As the expression goes, we're 'wired!' To understand and sell this customer, the salesperson need to clearly understand the customer's journey, what tools they have in their tool box, and where can they intercept the customer before they go to their competitors' stores.

This seminar is design to:

- Help salespeople understand how to connect with the customer before they get to their store and use this connection to close the customer
- Determine where they can intervene in the customer's journey and influence the customer to come to their store.
- How to help customer eliminate the masses of products they've seen before ever coming to your store.
- Learn how to close the customer and turn that customer into a raving fan who will bring you more customers.
- Show salespeople how to use internet tools to be more effective at building relationships, overcoming objections and closing customer.



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Floor Covering Association

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February 28th, 2019

10:00 to 2:00

Member Pricing: \$150.00

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Lunch will be provided

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

Register at our website

www.midatlanticfloorcoveringsassoc.com

Register: Michelle Goshorn
ExecDir@mafca.us
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.

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.

