

Florida Newspaper
Managers and Salespeople
are Cordially Invited to Attend the



2006 Annual F.N.A.M.E. Summer Sales Seminar

Friday, July 28th, 2006

Diane Ciotta

presents

THE NEED FOR THE NEED



The importance of and techniques for identifying business needs of both prospects and dormant accounts for new sales, as well as current customers for upsell opportunities, all to result in incremental revenue. Emphasis is placed on the following areas of focus:

Benefits of Open-ended vs. Closed-ended Questions

Impact of Specific Needs as opposed to General Needs

Objection Avoidance through Professional Need Development

Increased Close Ratios of Program Selling with Acquired Need

A bit against the norm and quite outside the box, Diane Ciotta has been successfully presenting captivating skills refinement seminars to advertising sales executives and managers for 16 years. "I don't care what people want," Diane claims, "I only care about what they NEED."

Only in context can one appreciate the philosophies of Diane Ciotta, that have developed over the years since her experience of being a top producing Display Representative at The Flyer in Miami during the early 80's. "It was a kindergarten work-study program," Diane declares, "I went to school in the morning and worked all afternoon." Over nine years her experience additionally included both Classified and Display Sales Management. Now in the 17th year of taking her show on the road, Diane incorporates an uncommon ability to relate to her participants from a 'reality selling' perspective, while she humbly shares lessons learned from personal mistakes and professional mentors with sales professionals from dailies, weeklies, magazines, shoppers, and alternative publications across the country.

Even with an intense commitment to customer focus, Diane stands firm in her belief that the customer is NOT always right. However, she will remind you, that they do always have *the right* to make the ultimate buying decision, and that we can impact their decision by selling-out to being a consultant and not just another salesperson.

Register Now!
Deadline
July 14th, 2006
FNAME.org

