



## SAVE THE DATE

**Wednesday**

**April 18th, 2018**

**7:30AM - 10AM**

**Adelphi University**

**55 Kennedy Drive**

**Hauppauge, NY 11788**

### SEATING IS LIMITED

Register at:

**REGISTER**

MEMBERS: ALWAYS FREE

NON-MEMBERS:

\$25 online or \$30 On-site

NOT A MEMBER:

Sign up here:

**SIGN UP**

# The Buyer-Seller Dance: Psychology of Business Development and 7 Game Changing Strategies

Join us for this interactive and informative workshop as sales expert, Leigh Schuckman guides us through the common selling issues, stalls and objections that affect the way we sell and do business. She will then give us *7 game-changing* strategies that can be used immediately and bring increased success.

You will learn how to:

- Sell while putting yourself and the prospect at ease.
- Take control and avoid the buyer-seller dance.
- Develop questioning strategies to uncover the prospect's true motive to buy.



Leigh Schuckman has more than 15 years experience in sales/business development and sales management in various industries including retail, HR benefits and financial software. She brings valuable insights to Sandler Training having worked at all levels in the sales profession including: sales rep, sales manager, sales/marketing director, and in organizations ranging from start-ups to large corporations. Leigh holds a BA in Communications from SUNY Cortland.