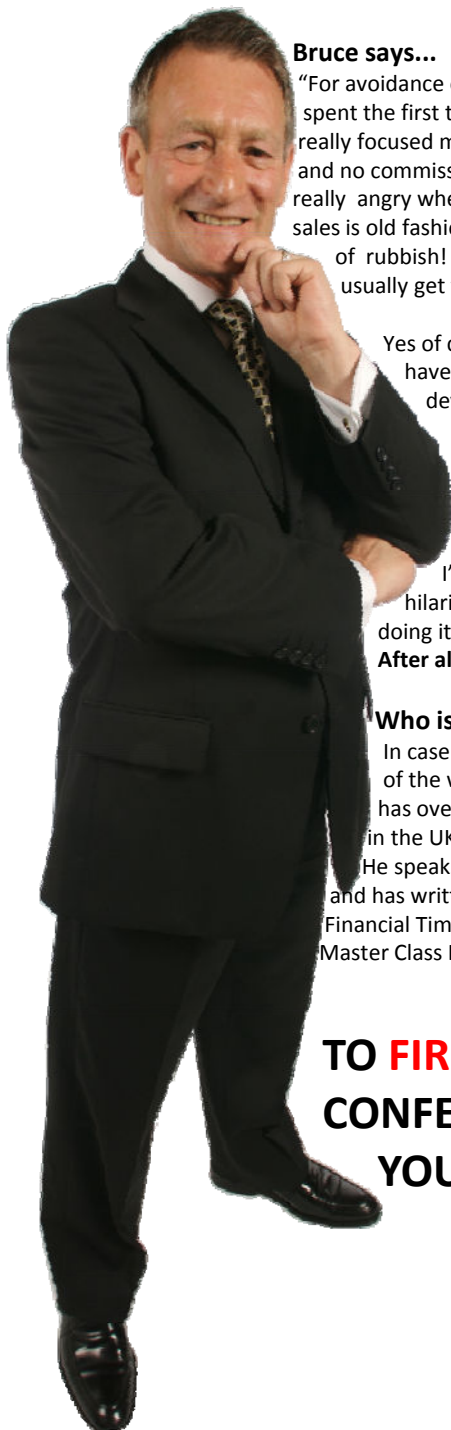


WHAT'S THE POINT OF HAVING A CONFERENCE IF IT DOESN'T INCREASE SALES?

The Keynote that's really increasing sales

WHY WE STILL HAVE TO CLOSE SALES & HOW TO CLOSE THEM!

Presented by Bruce King Flod FInstSMM



Bruce says...

"For avoidance of doubt, I really don't believe in high pressure selling, but having spent the first twelve years of my sales career working on a commission only basis really focused my mind on closing the sale. No sales obviously meant no commission and no commission meant no food on the table; and I do like my food! So I get really angry when I hear some modern day sales gurus tell salespeople that closing sales is old fashioned and nobody falls for closing questions any more - What a load of rubbish! I still sell most days and I still ask lots of closing questions - and I usually get the business.

Yes of course we should always act with honest and integrity and always have our customers best interests at heart. Yes of course we want to develop long term relationships with them and become their trusted advisors. BUT we still have to close the sale because if we don't, they are most unlikely to volunteer to buy! We owe it to them to make the buying decision as easy as possible - and that means asking closing questions and closing the sale.

I'll prove to your team why they have to close the sale with some hilarious stories, and show them many simple and effective ways of doing it. You'll see a big change in attitude and a significant increase in sales. **After all, that is the purpose of a sales conference - is it not?"**

Who is Bruce King?...

In case you've not heard of Bruce, he's internationally recognised as one of the world's top sales trainers and personal development coaches. Bruce has over thirty years experience in sales and consults to major organisations in the UK and abroad across a diverse range of businesses and professions. He speaks on sales and personal motivation at conferences around the world and has written several best selling business books. His latest, published by Financial Times Publishing, is titled 'How To Double Your Sales - The Ultimate Master Class In How To Sell Anything To Anyone.'

TO FIRE UP YOUR NEXT SALES MEETING OR CONFERENCE CONTACT BRUCE KING NOW! YOU'LL BE VERY PLEASED YOU DID.

"Bruce really set our conference alight with this keynote. Packed full of serious content as well as fun!"

"Best speaker we've ever had at our company's sales conference. Had a good laugh and learned a lot. And my sales increased by more than 50% in the following 6 weeks!"

"Wow-did I learn a lot about doing more business. This guy really talks a lot of sense - and he's quite funny too."

"If only I had known this stuff years ago; I might be retired by now."

"After the conference, I begged my sales director to get Bruce back in for some more coaching!"

"Bruce King really aggravates me because he delivers sales magic that really works and dares to call it common sense! You will want to implement all his strategies and he makes that process so easy. So treat yourself to a dollop of Bruce's common sense and have a jolly good chuckle too."

John Donnelly. Past Vice President of the Institute of Directors and author of 'Weapons Grade Business Tools'