

# EVERYONE IS INVOLVED IN SALES... WHETHER THEY KNOW IT OR NOT!!!

**Everyone in a company** plays a role in boosting sales and profits — regardless of title. From the CEO to the maintenance staff, **everyone** on the team represents the brand. Does your receptionist smile? Does your delivery team dress like slobs? It can all affect your bottom line.

**Things you'll learn at this event...**

- Behind-the-scenes sales killers
- Success starts when everyone on your team is "ALL IN" with the mission
- Owners and managers have to lead by example



Help the Chamber prepare for this event by answering this question: **What is your No. 1 sales concern?** Send to...

E-mail: [clerch@muskegon.org](mailto:clerch@muskegon.org)  
Fax: 728-7251

Presented by:  
**Tom Palmer**, Farm Bureau Insurance  
Toastmasters, Vice President of Membership

**EVENT SPONSOR**



**EVENT FEATURES**

Tuesday, February 9, 2010  
8—9:30am  
Muskegon Area Chamber of Commerce  
380 West Western Avenue, Ste 202  
Cost: \$20/member, \$35/future member

Brought to you by the Chamber Entrepreneur Advisory Council

**FAX BACK RESERVATION! (231) 728-7251— *Please pre-register, space is limited!***

\_\_\_\_\_ # of members (\$20/member) \_\_\_\_\_ # of non-members (\$35/future member)

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Name(s): \_\_\_\_\_ E-mail: \_\_\_\_\_

Pay at the Door  Invoice  Visa/MasterCard # \_\_\_\_\_ Exp Date. \_\_\_\_\_

Please include cardholder statement mailing address & 3-digit pin on back of card \_\_\_\_\_

**Cancellations must be received 24-hours in advance to avoid billing.**

Phone: 231-722-3751 Web: [www.muskegon.org](http://www.muskegon.org) Email: [rsvp@muskegon.org](mailto:rsvp@muskegon.org)