

Growth, improved sales results, system processes... these are all priorities on the minds of executives as well as sales and marketing professionals. Getting there isn't always easy.

Who Should Attend? Anyone who has involvement with your company's sales process will find value in this webinar. This includes executives, sales and marketing professionals, support staff and more.

Why Attend the Webinar: *The Genius of System Selling* will give insights to Brian Lee's unique and disciplined selling process that doubled the outcome his company expected. This webinar will outline how to double your sales results and revolutionize your income and career.

Some of the items Brian will discuss during this webinar include:

- Custom design your own sales process and create a system that works every time
- A sales process that succeeds in spite of procrastination or the fear of selling
- Create a powerful way to close sales with zero pressure and continuously improve results
- Create your very own business model to use as a tactful guide for sales success
- Adapt the "Six Imperatives of System Selling" to match own personality style
- Accelerate your plan of success through the 4 step attributes of Professional Speaking success
- Delegate every aspect of the sales and marketing process...except yourself
- Create and implement your very own system selling Action Plan

About Your Presenter:



Brian Lee - CSP Founder and CEO, Custom Learning Systems Group Ltd

Brian Lee, CSP, is one of North America's leading experts in the field of World-Class patient experience, staff engagement and culture change. He is recognized author on HCAHPS improvement and Value-Based Purchasing. Brian is known for his passion and enthusiasm in delivering inspirational keynote presentations that create impact and bring transformation to healthcare organizations.

An internationally acclaimed and bestselling author, Brian has been featured as the keynote speaker at conferences in more than 14 countries. He travels 150,000 miles every year and has spoken in every state and province in North America.

How to participate in this webinar:

Join us on Friday, January 25th, from 1:00-2:00 p.m. EST to learn about '*The Genius of System Selling*'.

Register here online or contact Lois Donovan (ldonovan@isaconnection.org / 703-730-2838).

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Pamela J. Schmidt
ISA Executive Director