

Selling to Executives Public Workshop

For Greater Success Engaging with Executives – June 3-4 in Atlanta, Georgia

Whether you are a professional salesperson, an account or relationship manager, or a professional services representative, you will want to join us on June 3 and 4 for this first-time offering of the *Selling to Executives* public workshop. The workshop features two highly acclaimed executive consultants: Paul Aldo, who has reshaped the executive presence of executives and senior managers around the globe, and Steve Bistriz, developer of the worldwide **SellXL**[®] training program and a recognized author and lecturer in selling at the executive level.

This blending of expertise in Executive Presence Development and Selling at the Executive Level will help sales professionals:

- Identify the *relevant* executive for sales opportunities
- Gain access to relevant executives
- Engage more effectively with executives
- Establish credibility with executives and become perceived as a trusted advisor

Attendance at the workshop is limited so you'll want to reserve your space now. **There is a 15 percent early bird discount for registrations through May 23.** The workshop will be held at Regus - Summit Perimeter located at 3003 Summit Boulevard (across from Villa Christina) in Atlanta.

Sales professionals who attend will become more influential and persuasive, establish credibility with executives, engage more effectively with them and have more productive conversations. They will also be better able to create, maintain, and leverage relationships at executive levels in client organizations, learning to become perceived as a *trusted advisor* to the executive, thereby securing return access.

For more information about the workshop and to register, go to <http://www.sellxl.com/Registration.php>.

About the Consultants



Paul Aldo is the founder and President of Executive Performance Solutions, an Atlanta-based executive consulting firm focused on executive presence development, executive communications, and executive coaching. Paul has held executive positions with Ernst & Young, GE, and Intellinex. His academic credentials include a Ph.D., and M.S., M.A., and B.S. degrees. He frequently writes and speaks on executive development and workplace performance, with his book on executive presence scheduled for publication later this year. You may contact Paul at (404) 460-5460 or by email at paul@executivepresence.com.

Steve Bistriz is founder and president of Learning Solutions International, an Atlanta-based sales training and consulting company that helps professional salespeople do a better job of creating, maintaining and leveraging relationships with senior-level client executives. Steve is one of the foremost authorities on the subject of selling, and combines a unique background of over 30 years of sales and sales management experience with a doctorate in adult learning from Vanderbilt University. Steve is a recognized author and lecturer on selling at the executive level. You may contact Steve at (404) 256-1801 or by email at steveb@sellxl.com.

