



Press Release

For Immediate Release

Contact:

Cynthia Isaac Macke, Director of Sales and Marketing  
Clermont Chamber of Commerce  
4355 Ferguson Drive, Suite 150  
Cincinnati, Ohio 45245  
Phone: 513.576.5006  
Fax: 513.576.5001  
[www.clermontchamber.com](http://www.clermontchamber.com)

3/22/10  
Press Release

### **Clermont Chamber welcomes Sandler Training CEO to Expo Luncheon**

Selling in today's economy can be a challenge for every salesperson. Don't miss this unique opportunity to hear Dave Mattson, CEO of Sandler Training, discuss strategies to help you maneuver in a new economy and be successful doing it. Help your organization benefit from Sandler Training's distinctive, non-traditional selling system and highly effective sales training methodology by attending this Clermont Chamber of Commerce Business Expo Luncheon program sponsored by Receptions, Inc.

Mattson, author of Wall Street Journal Bestseller and #1 Amazon Sales Book, "The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them" and co-author of "Five Minutes With VITO—Making the most of your selling time with the Very Important Top Officer", will address the necessary changes and transformations in Leadership, Sales and Strategies, which areas a salesperson should focus on, and why.

Attendees will walk away with a new playbook for a new economy including:

- Sandler's Success Triangle
- The Art of Mutual Agreement
- Making the First Minutes Count Every Time
- Discovering Their Reasons to Buy
- Profiling the Buyer
- Client Expansion and Extension

"Selling in Today's Economy" happens 11:30 a.m. to 1:00 p.m. on April 22 at Receptions Conference Center East. Pre-registration is required and available by calling the Chamber at 576-5000 or online at [www.clermontchamber.com](http://www.clermontchamber.com). Clermont Chamber Member registration fee is \$25.00 and non-member fee is \$50.

Sign up today to create lasting performance improvement.

*Founded in 1969, the Clermont Chamber of Commerce promotes local and regional business through business attraction, retention & expansion, educational and networking opportunities, business consulting assistance and business advocacy for the over 1000 Clermont Chamber Members. Find us at [www.clermontchamber.com](http://www.clermontchamber.com). The President of the Clermont Chamber of Commerce is Matthew D. Van Sant, and the Chairman of the Board is Andy McCreanor, Executive Director of Clermont 20/20: A Vision for Leadership.*