



Attendance Certificate

Thank you for attending the following session:

February Education Program

How to Sell a Service: It Starts with C

Wednesday, February 13, 2019 | 12:30 p.m. – 1:30 p.m.

1.0 hours for Continuing Education (CE) clock hours

CIC Domain I: Marketing

*MPITBA has aligned this program with the above Events Industry Council (EIC) Domain;
this is for self-reporting purposes and has not been pre-approved with EIC.*

Speaker: Matt Judge, TJC Event Solutions

Description:

Both beginners and seasoned sales pros will be taking notes. This is an entertaining, straightforward approach to *equip* your attendees to make sales.

Three Learning Objectives:

By the end of the session, participants will understand these points and know how to act on them:

1. Your prospect is motivated by fear that this project won't turn out well;
2. Buyers make decisions the same way we all do;
3. You can only sell a service if people believe you will come through;
4. Both personal and corporate credibility matter;
5. There are deliberate, practical ways to raise your own image in the eyes of the prospect as a reliable provider;
6. You must talk to live human beings to sell a service, but it is not that big of a deal