

Barking Up a Dead Horse

Avoiding Wasted Time & Money in Your Sales Efforts

Sales and Business Development Community Group

how to register:

San Diego

Shawn Green
shawn@perficiency.com
760.331.7987

New York

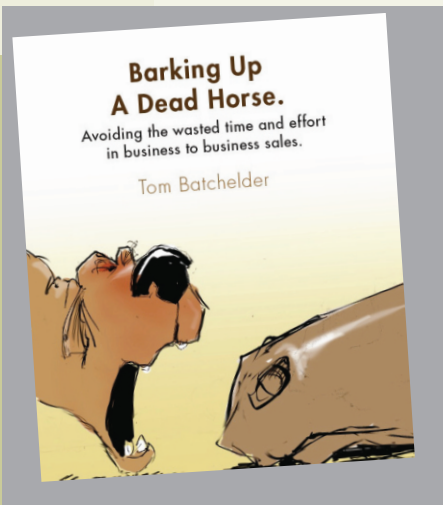
Andrew Bogdan
andrew@perficiency.com
203.276.8622

Indianapolis

Bill Crouch
bill@perficiency.com
317.652.3579

Join our On-line Community

Sign up @ www.perficiency.ning.com



“Many professionals responsible for bringing in new business are not comfortable with traditional approaches to sales. There is another way to do it. You can be yourself and sell more. This is all possible if you’re open to looking at yourself and your business differently than ever before.”

— from “Barking Up A Dead Horse”

Are you a:

- **Successful professional** responsible for developing new business but do not consider yourself a “salesperson?”
- **Business owner** working hard to grow your business, but it’s just not happening fast enough?
- **Specialist** (i.e.: Financial Advisor, C.P.A., Lawyer, Consultant, etc.) that must sell yourself and your firm to make more money and advance your career?

If any of these things describe you or your organization, you might consider spending an evening with us.

What it is:

- By invitation-only
- Roundtable where business professionals can bring real-time situations related to growing their business to be supported & challenged by other professionals (and a group facilitator)
- A place where real work gets done / real issues get addressed
- A place where you come expecting to get challenged and to challenge others on how you’re going about growing your business
- A part of a larger movement to support business professionals across the country

What it is not:

- A traditional chit-chatty, “hoping to get some leads” networking group
- A course on hard lined “sales techniques”

Why is this free? What’s the catch?

- We are looking to give more people across the country an experience of the work we do & to test out our approaches to business growth with a larger audience
- We find the more we do this, the more value we bring, the more business will directly and indirectly come our way
- As this is free, all that we ask is that everyone involved agree to certain key foundational agreements / commitments
- Finally, we believe that sustainable change only happens when working on issues over time, and the community group is a way to support people to make positive changes in their life and business...