



SINDLESHAM

Successful Sales. Art or Science?



Business Owners, Managing Directors, Technical Managers. Increasing commercial pressures dictate that traditionally 'sales averse' functions and personalities are increasingly required to sell.

So what is the key to success, whilst maintaining self respect and delivering financial reward?

For many, the answer lies in knowing 'How to sell, without being seen as a salesperson!'

John Bycroft, of Aorta Sales Limited (www.aortasales.co.uk) and member of the IOD Berkshire committee is our host for this stimulating exploration of the fundamentals of successful selling in 21st century Britain.

John will cover the fundamentals of selling and share valuable tips on how to sell without being seen as a salesperson.

- Best Western Reading Moat House, Mill Lane, Sindlesham, Nr Wokingham, Berkshire, RG41 5DF
- Friday 24 April 2009 07:30 – 09:30 £25 inc VAT Members and guests £30 inc VAT Non members
- Price includes a full English breakfast

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name _____ company _____
(this information will be reproduced on the delegate attendance list)

company description _____

membership no _____ tel _____ email _____

address _____

I require: _____ places @ £25.00 including VAT members _____ places @ £30.00 including VAT Total £ _____

guest 1 _____ company _____

guest 2 _____ company _____

Please supply additional guest details on reverse or separate sheet. Where relevant please advise of any dietary requirements

I enclose a cheque for £ _____ (cheque payable to IOD)

amex visa mastercard IOD visa card credit card number _____

start date _____ expiry date _____ card security code _____

registered cardholder's address (if different to above) _____

If you are an IOD member, is this your first event? Y N

Please return to:

Juliet Rushent

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TERMS AND CONDITIONS

There are limited places available for this event so early booking is recommended, no reservations can be held without payment. Please complete and return the form below with full payment or book online at www.iod.com/berkshire. Please note that this booking is NOT refundable. Confirmation, and any further details, will be issued in advance of the event. The IOD reserves the right to alter the arrangements as described due to unforeseen circumstances.