



## The First Five Minutes of the Sales Call – Taking Control

### When

Tuesday, January 29  
5:45 – 6:00 pm  
Registration & Networking  
6:00 – 8:00 pm  
Program

### Where

**Citi Smith Barney**  
31 West 52<sup>nd</sup> Street, 24<sup>th</sup> Floor  
(Between Fifth and Sixth Avenues)

### Cost

\$25 Members  
\$32 Non-members



The first five minutes of any sales meeting is critical to establishing the agenda and taking control of the final outcome. Failure to set the agenda will allow your prospect to dictate the direction and potential outcome of the meeting, resulting in the “I need to think-it-over” syndrome.

Gaining an edge during the first five minutes, will allow YOU to set an agenda that is focused on the prospect. The result is a successful meeting with a clearer reason to qualify each other for an ongoing relationship.

Come join **Jeremy Rawitz**, President of Sales Strategy Corp. in this interactive workshop where you will learn how psychology and language can shift the edge to insure that the salesperson takes control. Technique, not ‘Hope,’ will ensure successful sales calls!

Jeremy spent 20 years as a banker selling foreign exchange and risk management services to Fortune 1000 companies. As a relationship manager at Manufacturers Hanover he marketed and sold a variety of corporate products and services to middle market and high net worth clients. He is certified in the Sandler Sales methodology and coaches business owners and salespeople in creating extraordinary results in their businesses through sales development.



**Jeremy Rawitz**

*Special thanks to Citi Smith Barney, 31 West 52<sup>nd</sup> Street branch, for hosting this event.*

*Special thanks to our committee member, **Julia Hollander Campbell**, Executive Vice President, Corporate Security Resources, Inc. for organizing the speaker for this event.*

*This event has been organized by the Entrepreneur Committee.*

**Reservations Required -- Bring Photo ID -- No Walk-Ins**

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**January 29, 2008**

**EN03**

### \*\*\* Online Registration \*\*\*

Registration and payment by credit card or check is available from the FWA website. Visit [www.fwa.org](http://www.fwa.org) and link to the Event Calendar to view upcoming events. Select the Online Registration button from the event description page to register.

Contributions or gifts to the FWA Education Fund are deductible as charitable contributions limited to the excess, if any, of the contribution over the value of goods and services provided.

By registering for and attending this event, you acknowledge that any photographs that may be taken are the property of the Financial Women's Association and give your consent to their use in the FWA's online and offline business communications and marketing. The FWA may use your contact information to provide you with information about the organization, or to notify you about similar events that may be of interest to you. We do not share any contact information with individuals outside of the FWA.

**Reservations/Cancellations and payment must be made by Friday January 25, 2008.**