



**Roane
Chamber**
Roane Alliance

**Lunch & Learn
Workshop Series**

Presented by SCORE®

Customer Focused Selling

Skills to Take You to the Next Level of Excellence

As a result of attending this workshop, a participant will be better able to:

- Move from Product Selling to Consultative Selling*
- Handle customer objections*
- Have an improved presence and interactions with customers*
- Avoid the dangers and pitfalls of asking and responding to questions*
- Utilize the Feature/Advantage/Benefit Sales Model*
- Manage the expectations of customers*
- Understand the buyer's Decision Guidelines and how to guide their modification and adjust your product/service offering into the most cost effective match*

Tuesday, May 24th, Noon – 2:00 p.m.

Roane Alliance Building, 1209 North Kentucky Street, Kingston, TN 37763

Space is limited so call 865-376-5572 to reserve your spot now!

Free to Chamber Members (maximum of 2 free attendees per business membership. Additional attendees pay \$35.)

\$35 to Non-Chamber Members

An individual/personal Chamber membership is only \$100/year

Lunch will be provided at 11:50 a.m.



**Roane State Community College will give
Continuing Education Units (CEU) for this workshop.**

Chamber/SCORE Lunch & Learn Workshops

2016 Schedule

Date	Time & Location	Title	Who Should Attend
February 23, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	How to Grow Your Business: and Enhance Your Competitive Position	Managers wanting to take their business or business area to the next level
March 22, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Time Management: Strategic Concepts and Practical Time Savers	Anyone who has to prioritize their work
March 29, 2016 Tuesday	1:30 - 3:30 PM TCAT- Harriman (No lunch)	Getting Ahead at Work by Growing Your Value as an Employee (Part 1 of 3)	Those with at least two years of workplace experience and recognize the need to improve their effectiveness and value
April 5, 2016 Tuesday	1:30 - 3:30 PM TCAT- Harriman (No lunch)	Getting Ahead at Work by Growing Your Value as an Employee (Part 2 of 3)	Those with at least two years of workplace experience and recognize the need to improve their effectiveness and value
April 12, 2016 Tuesday	1:30 - 3:30 PM TCAT- Harriman (No lunch)	Getting Ahead at Work by Growing Your Value as an Employee (Part 3 of 3)	Those with at least two years of workplace experience and recognize the need to improve their effectiveness and value
May 24, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Customer Focused Selling: Skills to Take You to the Next Level of Excellence	Anyone who sells products or services
June 21, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Negotiation Basics: Getting the Best Deals for Your Business	Anyone who negotiates with external or internal customers
July, 26, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	How to Delight Your Customers	Those who work with customers and want to take their effectiveness to the next level
August 30, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	How to Grow Your Business: and Enhance Your Competitive Position	Managers wanting to take their business or business area to the next level
September 27, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Time Management: Strategic Concepts and Practical Time Savers	Anyone who has to prioritize their work
October 25, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Customer Focused Selling: Skills to Take You to the Next Level of Excellence	Anyone who sells products or services
December 6, 2016 Tuesday	Noon - 2:00 PM Roane Alliance	Negotiation Basics: Getting the Best Deals for Your Business	Anyone who negotiates with external or internal customers

Important note: Workshop participants are encouraged to discuss workshop learning expectations with their manager prior to attendance, and to review learning outcomes after completion of the workshop.

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Tennessee College of Applied Technology (TCAT)-Harriman, 1745 Harriman Highway, Harriman, TN 37748



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