



## Unique Value Proposition - How to Close more Sales

*How often do you hear I can't afford that or let me think about it? How often do you lose business to your competition even though you have a better product and service? Do you feel at times you don't explain yourself well enough or clear enough to get people to buy? Would you like for more people to buy your products and services?*

Then join us February 24th from 11:30 am to 1:00 pm at Chesterfield Economic Development Office locate at:

9401 Courthouse Road, Suite B Chesterfield, VA 23832

**HOPE TO SEE YOU THERE!**

Registration Fee; \$20.00 (Food included)

**RSVP: Jackie Carter at: (804) 783-9314 or Jackie.Carter@grcc.com**

### In the workshop you will learn:

- . How to get people to discover the value of doing business with you
- . How to differentiate yourself from your competition
- . How to be more of a specialist than a generalist
- . How to get people to talk about you more often
- . How to attract more business
- . How to close more sales

**Special Guest Speaker: Jim Roman, CEO Business Owners Institute**

**Jim is an inspiring motivational speaker, mentor and trainer. His workshops are a fun, engaging event, that will inspire and entertain. Jim's uniquely energetic and dynamic presentation style encourages audience participation and enthusiasm. To find out more visit:**

**[www.BusinessOwnersInstitute.biz](http://www.BusinessOwnersInstitute.biz)**