



**MBA Manning Society Inductions and Fall Sales Clinic**  
**October 9th**  
**Delta Hotels by Marriott Helena Colonial**  
**(formerly the Radisson)**

Please make plans to join Jeff Beals, October 9, 2018 in Helena at the Radisson Colonial Hotel, courtesy of your Montana Broadcasters Association. Jeff Beals helps companies find better prospects, close more deals and capture greater market share. Beals is an international award-winning author, sought-after keynote speaker, and accomplished sales consultant. When he's not speaking, teaching or consulting, Beals works as executive vice president at NAI NP Dodge Commercial Real Estate in Omaha, Nebraska, USA, and he hosts a popular radio talk show. A frequent media guest, Beals has been featured in Investor's Business Daily, USA Today, Men's Health, Chicago Tribune and The New York Times.

## **Sales Prospecting Master Class**

Prospecting is the lifeblood of the entire selling process, but it is harder to do than at any other time in history. There are four reasons: 1. Prospects are busier than ever, making them distracted and difficult to reach; 2. Products and services are too often viewed as commodities; 3. Salespeople all sound and act the same. Too many of us utter the same meaningless jargon and gimmicky sales lines; and 4. Prospects have access to unprecedented information about products and services, but despite being highly informed, they are often not accurately informed.

The combination of these four challenges has turned prospects into price-sensitive buyers who are hesitant to engage with salespeople.

This master class will give sales professionals a step-by-step guide to prospecting as well as actual language you can use to engage prospective clients as soon as you return to your office. You will learn how to define and find your ideal prospects, develop sales language that allows you to confidently engage cold prospects, and leverage email/voicemail to your advantage. Most importantly, this master class will help you develop a prospecting mindset that allows you to overcome call reluctance and sell more confidently!

Prospecting is not just something sales professionals do to fill their pipelines. Prospecting is a mindset, and for the most successful

**s\_a\_l\_e\_s\_p\_r\_o\_s\_,\_i\_t's\_a\_w\_a\_y\_o\_f\_l\_i\_f\_e\_.**

This class will help you embrace prospecting and overcome the crisis of empty pipelines!

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**REGISTRATION MUST BE RECEIVED WITH PAYMENT BY September 20, 2018.**

*Registration begins at 9:00 AM. Sessions run from 9:30 AM - 3:30 PM. Cost is \$20 per person and includes lunch and all session materials.*

***YES! We will be there. Please register the following people for this MBA seminar***

<u>Name</u>	<u>Station(s)</u>
_____	_____
_____	_____
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(Please use additional sheets to register additional participants.)

Enclosed is our check for \$\_\_\_\_\_ or bill my credit card ( \_\_ Visa \_\_ MC \_\_ AMEX)

Card number \_\_\_\_\_

Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_ Zip Code of card addressee \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

***MBA has a special room rate \$129 plus tax with the Marriott Colonial Helena if you spend the night of Oct. 8th***

***Just mention you're attending the MBA Sales Clinic call  
406-443-2100***

***This is first come first served and subject to availability.***

**Mail to: Montana Broadcasters Association  
18 Ruby Mountain Road  
Clancy, MT 59634**

**Email: [dbruce@mtbroadcasters.org](mailto:dbruce@mtbroadcasters.org)**

**Phone Number: 406-431-2139**