



# TRI COUNTY CHAMBER OF COMMERCE

## The “Do or Die” Principle Applied to Selling



Lunch & Learn  
March 31, 2010  
11:45-1:30 p.m.  
Crowne Plaza  
690 Route 46 E., Fairfield



Most businesses run on a “best efforts” basis; it’s OK as long as you try your best. It’s what Mom taught us. In selling, “best efforts” are a ticket to extinction. Andy Gole will give an invigorating, inspirational talk about the “do or die” principle in selling - what we need to do to survive and thrive in the current economic environment. Andy taught sales theory for 8 years at FDU; he has been delivering sales consulting and training since 1995. He invented a selling system: Urgency Based Selling®

### SPONSORED BY:



*Pre-registration suggested: \$25 for members, \$35 for non-members*

Please register \_\_\_\_\_ people for lunch March 31, 2010 at the Crowne Plaza Hotel, Fairfield

Name(s) \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Check \_\_\_\_\_ Credit Card \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

E-mail registrations to: [florence@tricity.org](mailto:florence@tricity.org) Fax registrations to: 973-310-3527

Mail forms to: Tri-County Chamber of Commerce, PO Box 2420, Wayne, NJ 07474-2420