

SCBA announces Kelly Wirges as Sales and Management Speaker at 2017 Winter Convention on January 26, 2017



SCBA is pleased to announce that Kelly Wirges, well-known sales speaker and trainer, will be the sales and management speaker at the SCBA 2017 Winter Conference at the Columbia Metropolitan Convention Center on January 26th.

For over 25 years, Kelly has assisted companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

Kelly understands the challenges and opportunities that exist in today's competitive and complex environment. With this knowledge she prepares and shares practical techniques that can be put-to-work immediately for increased success.

Sales Seminar: Thursday, January 26 , 2017 9:30am- noon

Don't be an Average Joe (or Josephine!)

This session tells the story of the difference between an average and top performer. It describes their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. Most importantly, this session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don't fall into the "average Joe" trap.

Prospecting that Pays

This session provides a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors,

and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

Management Seminar: Thursday, January 26 , 2017 1:30 pm- 3:30pm

Accountability is SIMPLE

This session will share methods to create a self-directed work force that strives to achieve at top levels. It will also remove the common feeling among many managers that they are glorified “babysitters.” You will learn how to set and reinforce expectations, measure progress, evaluate effectiveness, as well as learn effective methods to improve performance.

Leading through Change

It is an understatement to say that leading and managing is challenging in today’s competitive, complex and changing environment. Creating a top performing team takes different skill sets than it did just a few years ago. This session will identify the focus and mission of top-performing leaders and companies. It will provide guidance on ensuring goals are met, people are motivated and creating a work environment that is both rewarding and enjoyable.

Register now for these powerful and informative seminars!

<u>Sales Seminar 9:30am- Noon</u>	<u>Member Rate</u>	<u>Non-member Rate</u>
(Includes continental breakfast buffet)	\$55 Students \$30	\$80
<u>Management Seminar 1:30-3:30pm</u>	<u>Member Rate</u>	<u>Non-member Rate</u>
	\$35	\$65