

2016-2017 CMAA-SAC LUNCH & LEARN SERIES

Educational Advancement During Your Lunch Hour!

Please join CMAA-SAC for our Lunch & Learn Series. The presentations will be comparable to AIA and will help you fulfill CEUs for other organization. Attendance Certificates will be made available to all attendees.

THE DOER SELLER DILEMMA

presented by:

Afsaneh Abree

Cornerstone Strategies

Afsaneh Abree has combined 17 years of experience in Corporate Business Development with more than a decade of passionate pursuit of coaching. Very early in her career she recognized the value of every individual contributing to the development of the organization. No machine can run on one or two wheels and keep growing. Every individual in an organization is a beating heart for growth. In this workshop Afsaneh will share some simple approaches that can create huge effects.



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Presentation Overview

Speaking to you engineers, architects and project managers who are tasked with maintaining existing clients and developing new ones. Those who day by day have to learn how to be more efficient and billable while being asked to bring in their own jobs. Those who are constantly challenged with creating balance between the two responsibilities: Managing projects & clients and doing business development.

- If you believe the old ways of expanding business don't work in today's competitive market
- If you believe in the necessity of a fully engaged culture in a growing organization
- If you believe in the benefit of involving technical people in Business Development
- If you believe in the value of training to decrease the employee turn over rate
- If you believe we are always selling, no matter where we are and what we do!

This seminar can ignite your machine and push it in the right direction.

Learning Objectives:

- Why is becoming a doer seller valuable?
- What are some of the challenges?
- What does it take to get involved?

Wednesday
April 12
12:00 - 1:00 PM

Where:

999 Building Conference Center
5th Floor
999 Peachtree Street, NE
Atlanta, GA 30309

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