



HOFSTRA UNIVERSITY.

presents a

FREE

Operation Downtown Seminar

Develop Powerful Selling Techniques

Wednesday, June 20, 2007

8-10 a.m.

Scott Skodnek Business Development Center, Room 246
Joan and Donald E. Axinn Library, South Campus

Welcome:

Charles J. Fuschillo, Jr.

New York State Senator

Richard V. Guardino, Jr.

Vice President for Business Development, Hofstra University

Speaker:

Richard Isaac

President, Legend Development Services, Inc.

An affiliate of the

Sandler Sales Institute

“180 Degrees From Traditional Selling”

Richard Isaac possesses a varied technical and business background gained over 25 years in the industry. He holds a degree in mechanical engineering from Rutgers University and an M.B.A. from Hofstra University. Mr. Isaac has helped both large and small firms in more than 50 industries to significantly improve their sales and business results through his unique process of reinforcement training and attitudinal and behavioral change. Mr. Isaac became certified in the Sandler Sales methodology in 1996, and founded Legend Development Services that fall.

You will learn how to:

- ▶ Create a Sales Plan
- ▶ Increase Revenue With Sales
- ▶ Identify Selling Opportunities
- ▶ Discover Tips for Getting to Prospects

Continental breakfast will be served.

Reservations are required. Seating is limited.

R.S.V.P. BY WEDNESDAY, JUNE 13, 2007.

Phone: (516) 463-6333

Fax: (516) 463-3907

E-mail: Theresa.M.Haller@hofstra.edu

Name _____ Company _____

Address _____

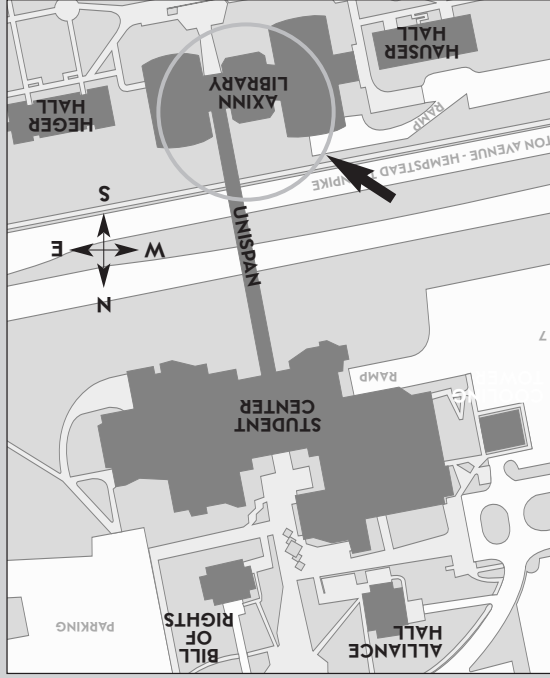
Phone _____ E-mail _____

SPONSORED BY:

Hofstra University's Scott Skodnek Business Development Center and New York State Senator Charles J. Fuschillo, Jr.

**DIRECTIONS TO:
HOFSTRA UNIVERSITY'S SCOTT SKODNEK
BUSINESS DEVELOPMENT CENTER**

Southern State Parkway to Meadowbrook Parkway North, or Northern State Parkway to Meadowbrook Parkway South. Meadowbrook Parkway to Exit M4 (Hempstead Turnpike, Route 24). Follow Hempstead Turnpike west to Hofstra (approximately one mile). Turn right at third traffic light (before Unispan, second pedestrian bridge). Turn left at second stop sign. Park in parking field on right. Walk into Student Center, over the Unispan, and enter the Axinn Library on your right. Take elevators (on the left) to the second floor. Turn right when exiting elevator. Room 246 is the first room on the right.



HOFSTRA UNIVERSITY



Scott Skodnek Business Development Center
145 Hofstra University
Hempstead, New York 11549-1450

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