

HOFSTRA UNIVERSITY™

presents a

FREE

Operation Downtown Seminar

SELL MORE ... NOW!

Thursday, November 17, 2005

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

Keith Mason

Vice President, TEM Associates Inc.

TEM Associates Inc. is a consulting and training firm specializing
in sales and management productivity and effectiveness.

Topics covered include ...

- How to take control of a sales call without being pushy.
- Why selling “features and benefits” may be costing you sales.
- How to deal with “I want to think it over.”
- How to deal with money before it sours an opportunity.
- How to get the sale, even when the competitor’s price is lower.

Reservations are required. Continental breakfast will be served.

Seating is limited.

R.S.V.P. BY NOVEMBER 10, 2005.

Phone: (516) 463-6333

Fax: (516) 463-3907

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

Name _____ Company _____

Address _____

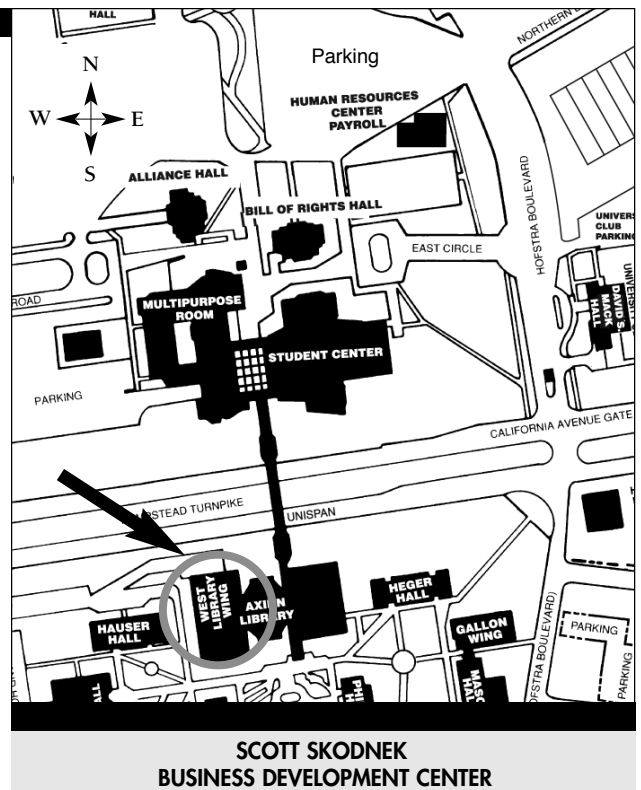
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SPONSORED BY:

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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Call (516) 463-6333 TODAY to make your reservations.