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Sell More Now!

Pace University offers courses to aid entrepreneurs, business owners and sales professionals

New York, NY, March 3, 2003 -- In March, Pace University is offering two mini-courses to help businesses in New York sell more. The two mini-courses are “Get Organized to Sell” and “Secrets of Successful Cold Calling” and are designed specifically for sales professionals, entrepreneurs and business owners — anyone who is responsible for generating sales.

“Get Organized to Sell” helps participants get out from under the paper avalanche and manage time and technology for selling easily and efficiently. In “Secrets of Successful Cold Calling” participants learn the essentials of prospecting, building rapport on the telephone and terminating “telephone terror” to turn cold calls to cash. The steps presented in each course help participants become more efficient and effective as they boost their company revenue. Both mini-courses are a part of the Pace University Sales Certificate Program.

The two mini-courses are lead by Wendy Weiss. Known as “The Queen of Cold Calling,” Ms. Weiss is a sales trainer, sales coach and author of *Cold Calling for Women: Opening Doors & Closing Sales*. Her clients include Avon Products, ADP, AT&T and thousands of entrepreneurs throughout the country. She has been quoted in BusinessWeek, Entrepreneur and various other business and sales publications.

Sheril Hirsch, Director, U.S. Sales Leadership at Avon Products, Inc., one of Ms. Weiss’s clients, says “Wendy’s cold calling tactics are well thought out and they work...they are easily duplicable, which is important to my business. [Wendy is] ...right for our business and has become a true partner in the development of our Representatives.”

For more information about “Get Organized to Sell” and “Secrets of Successful Cold Calling” or any of the mini-courses in the Pace University Sales Certificate

Program, please call Pace University Adult and Continuing Education at (212) 346-1244, ext. 777 or visit <http://www.pace.edu/adult>.

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