

FOR IMMEDIATE RELEASE

CONTACT: Tamra Plotnick: (212) 346-1692

Money is tight. Sales are down. Business evaporates.

New York, NY, February 12, 2003. To aid businesses and business people in New York City, Pace University is pleased to announce the launch of their new *Sales Certificate Program*. This program is designed specifically for sales professionals, entrepreneurs and business owners—anyone who is responsible for generating sales.

Through the course of five full-day workshops, participants will learn the essentials of planning, prospecting, building relationships and closing sales. By following the steps presented in each course, participants are guaranteed to be more efficient, more effective and boost company revenues.

The five courses that comprise the *Sales Certificate Program* are: *Get Organized to Sell*, *Secrets of Successful Cold Calling*, *Star Power! Successful Sales & Marketing Strategy*, *The Art of the Close* and *Listen Up!* Participants can take each course separately or register for all five classes. After completing four of the five offered courses participants will receive their *Sales Certificate*, an optional professional credential.

The Pace University *Sales Certificate Program* is 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. Wendy has been quoted in *BusinessWeek*, *Entrepreneur* and various other business and sales publications.

Stephen M. Stolfi, National Sales Manager of CCH Corsearch says Wendy's classes are, "Informative and entertaining and gave us specific direction on how to nail down appointments with potential new clients... we have reached new heights this year... we are closing more accounts this year."

For more information about the Pace University *Sales Certificate Program*, to register for an individual course or for all five courses, please call (212) 346-1244, ext. 334 or visit <http://www.pace.edu/adult>.

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