



THE CONNECTICUT MORTGAGE BANKERS
ASSOCIATION FUTURE LEADERS AND PRODUCTION
COMMITTEES PRESENT:

MAXIMIZING SALES THROUGH CONSULTATIVE SELLING

With Barbara Phillips From Learning Dynamics

This program will cover topics including:

- Key Steps in Consultative Sales Process
- The Power of Open-Ended/High Gain Questions
- Hierarchy of Customer Needs
- Seeing Objections as Opportunities
- Sure Fire Techniques for Closing

JUNE 7, 2018
9:00AM TO 12:00PM
ITBD BUILDING
185 MAIN STREET
NEW BRITAIN, CT

\$75 MEMBERS
\$85 NON-MEMBERS
INCLUDES
CONTINENTAL
BREAKFAST

EACH LOAN OFFICER
THAT REGISTERS
CAN BRING A
REALTOR PARTNER
FOR FREE!

SPONSORSHIPS
AVAILABLE:

\$250

Sponsor a Raffle Drawing

\$250

Sponsor the Breakfast

\$200

Sponsor Event Materials

Your company's logo on pens/pads for the event and a table to discuss your business during breakfast and break

Please email cmbsaby@aol.com for a sponsorship form

Register at The Connecticut Mortgage Bankers Association's website: www.cmbsa.org/events.cfm

CMBA Maximizing Sales Through Consultative Selling

June 7, 2018

9:00a-12:00p

Register for the event online at:

www.cmba.org/events.cfm

Or by using the form below:

Name: _____
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For Credit Cards, Please Circle One:

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PLEASE REMIT TO: CMBA 185 Main Street, New Britain, CT 06050
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