

# Marketing & Sales

## The Customer Connection

This seminar is devoted to the techniques used in providing total customer satisfaction. In today's customer-oriented business environment, "people" skills are critical for personal and organizational success. Organizations and corporations increase sales and revenues by offering their clients prompt and courteous service. Satisfied clients will use a service again and recommend that service to others thereby increasing a market base. Through group participation and classroom exercises, the participant will understand and be able to put into practice proven customer service techniques and strategies. Emphasis will be placed on analyzing problems and eliminating defects in the area of customer service. .6 CEU

Cost: \$45  
CE.MGT 012-51  
2 sessions  
Blackwood Location  
4/28 – 5/5  
T, 6:30-9:30 p.m.

prospect; reach decision makers; cold call; make effective presentations; follow up; and close the deal. This workshop will provide energy to your sales efforts whether you are new to the field or have many years of experience.

Cost: \$45  
CE.MGT 078-51  
2 sessions  
Blackwood Location  
5/20 – 5/27  
W, 6:30-9:30 p.m.

## Handling Challenging or Difficult People

Be your best professionally. Learn the types of "difficult people" and how best to handle each type. Learn how to minimize conflict and how you can also be part of the solution. Examine techniques that can be used to handle even the most difficult situation. A personality assessment tool will also be utilized as part of the class discussion to gain insight into personality and leadership. .6 CEU

Cost: \$45  
CE.MGT 001-51  
3 sessions  
Blackwood Location  
6/3 – 6/17  
W, 7-9 p.m.

## Methods of Sales Management

Learn how to refresh your sales approach and add spark and inspiration to your sales efforts. Participants will explore ways to network;

## Sales & Marketing for "Non-Selling Professionals"

– How to acquire & retain new clients with little or no prior sales experience –

From lawyers and accountants to retailers and tradesmen, the marketplace is full of people who have no formal sales experience, yet they are responsible for bringing in new business. This course addresses the strategies, tactics, systems, processes, skills and tools that peaking performing "rainmakers" use to generate new business and to manage customer relationships. Planning to open a new business? Or hoping to improve sales at an existing one? This course debunks the myth that only certain kinds of people are good at sales & marketing. The most successful business developers are effective less for who they are and more for what they do. Learn how – step by step – the rainmakers go about generating new business. Instructor David Kramer is a senior marketing strategist, sales producer, business development consultant, performance coach & trainer.

Cost: \$69  
CE.MGT 079-41  
6 sessions  
Cherry Hill, Rohrer Center  
5/5 – 6/9  
T, 7-8:30 p.m.

NEW

## ENROLLMENT IN NON-CREDIT COURSES IS EASY!

### ONLINE

Please see special registration instructions for online courses listed in the online description pages in this brochure.

### WALK-IN

Visit our office which is located on the Blackwood Campus in the CIM Building, Room 207. Our normal office hours are Monday through Thursday from 8:30 a.m. – 4:30 p.m. Payment may be made by check, money order, Visa, MasterCard, or Discover. Cash payments are not accepted.

### MAIL-IN

You may mail your registration form with your check or money order to:

Camden County College  
Continuing Education  
CIM Building, Room 207  
P. O. Box 200  
Blackwood, NJ 08012

### FAX-IN

Complete the registration form and fax to us with your credit card information. Our fax number is (856) 374-4861.

Please see special registration instructions for online courses listed in the online description pages in this brochure.