

The Greater Toledo Area Chapter (GTAC) of ASTD invites **You**

To a lively, fun, and interactive session
"What You Say Matters: Communicating the Value of Training"

Featuring Special Guest Speaker

Brian Lambert

Author and Director of Sales Training Drivers,
ASTD, Washington, DC



Why do organizations cut training? Why are budgets and programs cut? These questions drive us crazy! Are they getting cut because of what we're saying, or not saying? Let's face it; what we say really does matter!

In this lively, fun, and interactive session, we're going to focus on knowing and showing value in any business conversation. You're going to learn the difference between effective and worthless conversations in a business context. After the program, you will feel more confident when speaking about the investment in your program, and you will be able to teach others how to construct critical messages so the meaning carries forward even when they are not around.

This presentation will leave you with a feature-benefit-value matrix for designing crucial messages, and the universal truth of ensuring impact in every business conversation.

WHEN: March 24, 2010
4:00 - 4:30pm Registration & Networking
4:30 - 6:00pm Program
Book sale and signing immediately following Program -
10 Steps to Successful Sales

WHERE: Brandywine Country Club, 7005 Salisbury Road,
Maumee, OH 43537

COST: \$20.00 - Members, FT Students, Retiree Members
\$30.00 - Non-members
Pre-paid members - No Additional Charge

RESERVATIONS: gtac-astd@bex.net (Remember to "Bring a Friend")

Brian Lambert has fifteen years of experience in sales, sales management, and sales training and is an internationally recognized expert on transforming sales team systems, processes, and people through learning.

Brian joined ASTD's senior staff in 2007 to launch the Sales Training Drivers initiative. He leads the global sales research agenda and sales competency modeling initiative for ASTD. Brian is responsible for creating content, tools, and resources that help individuals design and deliver more effective sales training, implement sales talent management strategies, develop sales leadership programs, improve the ROI of training initiatives, and improve overall performance within their own organizations.

As a sought-after keynote speaker and trainer, his work has taken him to Europe, Africa, the Middle East, and South America and he has worked with major corporations such as France Telecom, Hewlett Packard Company, EMS/Microsoft, and Harris.

Brian has authored four books on professional selling, including *World-Class Selling: New Sales Competencies* and *10 Steps to Successful Sales* published by ASTD Press. He has been recognized by Sales & Marketing Management Magazine as one of the most influential people in professional selling and received winner's circle awards for sales performance and Air Force medals for effective leadership.

Brian has a Master's Degree in HR from Central Michigan University, and a Ph.D. in Management from Capella University.