

FREE SEMINAR FOR TRANSITIONING EXECUTIVES

Identifying Sales Superstitions that Stall an Executive Job Search

Co-Sponsored by Robert Kaufman or Raymond James & Associates and Mike Welch of *FranNet of Minnesota*

This is a great opportunity to learn:

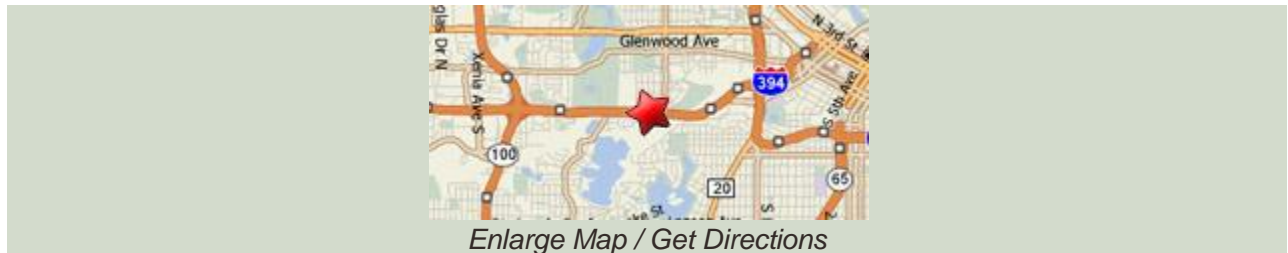
- How the **“I DON’T LIKE TO BE TOLD NO”** mindset can hurt you in an interview
- Why the **“IT IS IMPOLITE TO TALK ABOUT MONEY”** thoughts can give other candidates the competitive advantage and
- What happens to the decision making process when you take the **“I’LL SHOW YOU I’M THE EXPERT”** stance during an interview.

SEATING IS LIMITED. To reserve your spot reply to this email

Date: January 17, 2012

Time: 8:00 AM to 9:30 AM with 30 minutes of networking after the seminar

Location: The Office of Lurie Besikof Lapidus & Company, LLP | 2501 Wayzata Blvd. Minneapolis, MN 55405 / 612.377.4404. Click on the link below called “Enlarge Map / Get Directions to get directions to their offices which are southwest of the Penn Exit off of Highway 394



We are so fortunate to have as our presenter Danita Bye.

Danita Bye – Founder and CEO of Sales Growth Specialists

Corporate selling:

Danita was a President’s Club performer for a Fortune 100 company at age 22, her first year out of college. For almost a decade, she earned recognition as a top sales performer in all the positions she held. This experience offered Danita a foundation of skills from one of the most respected and intensive cooperate training programs available. These roots, high skill requirements, accountability and need for process, are core to her persona.



Entrepreneurial experience:

At age 32, she took an equity position and became part of the turnaround management team for a small, struggling medical device company. That company grew from \$300K to over \$20M before it was sold. Successfully competing with larger, global companies with significantly larger budgets required a creative approach to management and selling. Leveraging technology, target marketing and intensive training, Danita was able to consistently achieve 30% growth per year. This experience, needing to operate within a tight budget and still getting consistent results, is foundational to Danita's strategic management processes.

Sales Growth Specialists

Started in 1997 and is one of the Twin Cities' most respected sales management consulting firms. Danita's company has carved a track record in building and inspiring high-performance sales teams that achieve bottom-line results. Her unique Fortune 100-turned-entrepreneurial experience offers a unique real world perspective that helps CEOs and owners take their businesses to the next level by increasing sales, boosting profitability and creating predictable revenue streams. All this happens while reducing sales costs.