



## Why You have Lower Sales than You Should...

**WEDNESDAY**  
**November 12, 2008**

DIPLOMAT WEST  
Route 83 & North Avenue  
Elmhurst, Illinois

4:00 – 6:00 Seminar / Workshop  
5:30 – 6:30 Cocktails  
6:30 – 7:30 Dinner  
7:30 – 8:30 Executive Summary of  
Workshop and Q & A Session

**Join us for the program,  
dinner OR BOTH!**

**RESERVATIONS ARE DUE**

through MONDAY, November 10th by  
calling, faxing or e-mailing...

\*Cash or check payable at the door\*

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**...and what you can start  
doing about it now!**

**Presented by Business Consultant,  
Gene Rosendale**

- Spending valuable time with prospects that never make a decision?
- Prospects grinding you on price and proposals being "shopped" around town?
- "Quoting and Hoping" that proposals will close?
- Not getting enough quality referrals?

In This Session You Will Discover:

- How to Avoid "Think it Overs" and Close More Business Now
- How to Double your Closing Percentage without doubling your efforts
- How to Go from "Vendor" to "Trusted Advisor" in a single meeting.
- What the Sales Issues "Really" are.

Gene Rosendale, is a founding partner of ASA, the Alliance for Strategic Advantage, a business development and executive training firm specializing in producing dramatic revenue growth. ASA offers coaching and training programs focused on strategic planning, management, sales execution, and marketing. Rosendale spent most of his 32 years of experience in line positions, creating dramatic business results in small and medium businesses, as owner or officer, and as a Fortune 500 executive. He received his academic business training at the University of California, Berkeley where he received his Bachelor of Science degree and his MBA, and the Wharton Graduate School of Business where he completed an executive business program.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of the persons attending	Seminar	Dinner	TOTAL
_____	_____ @ \$25	_____ @ \$25	\$ _____
_____	_____ @ \$25	_____ @ \$25	\$ _____
_____	_____ @ \$25	_____ @ \$25	\$ _____
_____	_____ @ \$25	_____ @ \$25	\$ _____
_____	_____ @ \$25	_____ @ \$25	\$ _____

**TOTAL PAYABLE AT THE DOOR \$ \_\_\_\_\_**