



“Surviving to Thriving in Sales!” & CBA ANNUAL MEETING

WEDNESDAY, NOVEMBER 6TH

Armed Forces Reserve Center, 375 Smith Street, Middletown, CT

The CBA will continue it's 2019 Lunch & Learn Series on Wednesday, November 6 at the Armed Forces Reserve Center in Middletown, CT with an exciting seminar for sales managers and their staffs. The sales seminar, presented by Derron Steenbergen of The Swagger Institute, will be followed by the CBA Annual Meeting of the general membership.



“Surviving to Thriving in Sales!” (9:00 AM) FOR SALES EXECUTIVES AND MANAGERS

The Surviving to Thriving in Sales session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your sales career. Derron Steenbergen, President of the Swagger Institute will motivate you to use creative approaches to prospecting, new business development and building better relationships. Derron is one of the very best sales trainers, motivators and relatable sales guys you will ever meet. Thousands have left this session with specific tips to make their business more successful, and more importantly, how to have more fun doing it. Oh, and you will learn the six most powerful words in sales and they are sure to change your career. Plus, Derron will give one question that if you start asking every account you have you are guaranteed to get information you have never gotten. Recommended for all radio/television sellers and managers.

Derron Steenbergen has over 20 years of broadcast sales experience, beginning as a local direct rep and advancing through the ranks of sales management to his current position of Chief Revenue Officer. He is also President and Founder of the Swagger Institute, a sales and leadership training company that provides hands-on, high-energy, audience-involved training to propel a staff to fulfill its highest potential.

CBA Annual Meeting (12:00 Noon) FOR ALL CBA MEMBERS

The CBA will conduct its annual meeting of members at noon on November 6th at the Armed Forces Reserve Center at 375 Smith Street in Middletown. Approval of the 2018 Annual Meeting Minutes, notice of new directors, and other business will be conducted during the meeting, which will be followed by lunch, catered by the Aqua Turf Club.



FREE PARKING!
FREE LUNCH!
NO ADMISSION FEES!



REGISTER TODAY

email Eileen Benard at keyoffsvc@sbcglobal.net

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For more information
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