



FIRST CLASS SPEAKING & CONSULTING

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FROM COURTROOM TO SHOWROOM THE ART OF PERSUASION & POWERFUL PRESENTATIONS

Gain Techniques from Attorney with over 25 years of Trial and Negotiation Experience

Winning Formula **E=MC⁵** will show your sales force how to:

- ▶ Commit to Excellence
- ▶ Present with Confidence
- ▶ Negotiate from Strength
- ▶ Earn Trust being Accountable
- ▶ Communicate with Compassion
- ▶ Handle Objections Calmly
- ▶ Overcome Fears and Doubt
- ▶ Close Deals Consistently

Lawrence D. Eichen, Esq. is a practicing Attorney who has resolved thousands of cases through powerful presentations and highly effective negotiations. He is also a skilled Mediator adept at conflict resolution. Armed with insightful advice, practical examples, and a passion for excellence, Lawrence will motivate and show your sales force how to dramatically increase their ability to persuade, sell and negotiate.

This presentation focuses on selling and negotiating in a showroom setting. It is ideal for retail sales forces including furniture, automobile, and consumer electronics.

*Lawrence's presentation and E=MC⁵ formula were outstanding.
He did a great job making it relevant to the furniture business.*

- Ken Luthy, G.M., Suburban Furniture