



FIRST CLASS SPEAKING & CONSULTING

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FROM COURTROOM TO CONFERENCE ROOM THE ART OF NEGOTIATION & EFFECTIVE COMMUNICATION

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Winning Formula $E=MC^5$ will show your Sales Professionals how to:

- ▶ Commit to Excellence
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- ▶ Overcome Fears and Doubt
- ▶ Close Deals Consistently

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

This presentation centers on selling and negotiating in a consultative sales environment. It is ideal for all sales professionals, including Financial Advisors, Insurance Professionals, Consultants and Real Estate Agents. Customized to meet the specific needs of your company.

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