



# FIRST CLASS SPEAKING & CONSULTING

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## FROM COURTROOM TO SHOWROOM THE ART OF NEGOTIATION & POWERFUL PRESENTATIONS

Gain Techniques from an Attorney with over 25 years of Negotiation & Presentation Experience

Winning Formula **E=MC<sup>5</sup>** 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 well over 1,000 cases through 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, Lawrence will show your sales force how to dramatically increase their ability to negotiate, present, and sell.

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

*Lawrence's presentation and E=MC<sup>5</sup> formula were outstanding.  
He did a great job making it relevant to the furniture business.*

**- Ken Luthy, G.M., Suburban Furniture**