



September 17, 2020 – For Immediate Release

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South Suburban College Business & Career Institute to offer Virtual Sales Meetings Webinar

SOUTH HOLLAND, IL—The Business & Career Institute (BCI) of South Suburban College (SSC) will present a webinar entitled *Excelling at the Virtual Sale* on Wednesday, October 14th from 9:00 – 10:15 a.m.

The pandemic has put a hold on most traditional face-to-face sales calls and other meetings for the foreseeable future. Now, pitching a product or service or finalizing the sale takes place on Zoom or a phone call. This can be tricky without the ability to see and assess one’s body language and non-verbal behavior. Join expert Tom Byelick as he helps attendees customize a sales approach designed to energize wary and weary clients. Mr. Byelick has years of corporate sales experience and has taught sales courses at Purdue University Calumet.

Participants will gain the following insights from attending:

- ✓ Techniques to establish client buy-in through an empathetic sales approach;
- ✓ Stronger client relationships through a customer-centric approach; and
- ✓ Getting to the “close” of the sale without the pressure.

For additional information please call (708) 596-2000, ext. 3254 or e-mail aglumac@ssc.edu.

The workshop will be held virtually. There is no cost to attend but attendees must register by October 13th from <https://excellingatvirtualesales.eventbrite.com>.

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