

Increase  
Your Sales  
*for* Entrepreneurs  
Same Game. *New Rules.*

**A Rhetorical Question for Entrepreneurs –  
What does your bottom line mean when  
you don't have a top line?**

Learn how to grow your top line with our one day  
conference that can help you achieve sales greatness!

**CONFERENCE TAKE AWAYS:**

- **Practical skills** that will help your organization **grow today**.
- Valuable methods to attract **more business** from current customers, and **new business** from prospective customers.
- **Insight** from sales experts about top-line growth.

**Date:** November 9, 2007 **Time:** 8am - 4pm

**Location:** Corporate College East  
4400 Richmond Rd., Warrensville Hts., OH 44128

**Price:** \$199 Code 89025, fee includes breakfast, lunch, conference materials and a copy of, *Same Game. New Rules* by Bill Caskey.

***What are you waiting for, only 150 seats are available***

• **EARLY BIRD SPECIAL** •  
**\$149** Before Sept. 24<sup>th</sup>, Code 88678

**Call now to register (216) 987-3075**

*Interested in being a sponsor or exhibitor, email Brad.Kleinman@tri-c.edu*

*"Corporate College is doing it again – a conference  
that will help businesses **grow today...**"*

*– Tom Sudow, Executive Director,  
Beachwood Chamber of Commerce*

[www.KeyEntrepreneurs.org/sales](http://www.KeyEntrepreneurs.org/sales)

**KEYNOTE SPEAKERS**



**BILL CASKEY**

Leader, experimenter and author, Bill Caskey has coached sales professionals and executives for over 19 years. His philosophies and strategies have fueled explosive growth in sales and profits for clients.



**HAL BECKER**

Hal Becker is a nationally known expert on Sales, Customer Service, and Negotiating. He conducts seminars and consults to more than 140 organizations a year. At the age of 22, he became the #1 salesperson among a national sales force of 11,000, for the Xerox Corporation.



**MARVIN MONTGOMERY**

As an experienced motivational speaker and professional sales training specialist, Marvin Montgomery has assisted hundreds of organizations improve their productivity.