

CSCNETWORK SMART GROUP



11-12 January
Charleston, SC

UNLOCKING THE POWER OF SELLING AND DEEP CONNECTIONS

In today's complex and rapidly changing sales landscape, have we paused to reflect on why certain deals fall through? Contrary to popular belief, it's not always about price tags or competitors lurking in the shadows. At the core, the sales conundrum revolves around understanding and alignment. As the iconic physicist Albert Einstein once mentioned, "The definition of genius is taking the complex and making it simple."

Envision a world where sales hinge on merely five pivotal questions. These questions dive deep into understanding the pain points of your prospects, the criteria they prioritize, and the very essence of those criteria. By streamlining this process, not only do you swiftly navigate the maze of selling but also position yourself as the obvious choice for your clients.

Yet, understanding a client's needs is only one side of the coin. On the flip side, lies the art of communication and rapport-building. Brian's transformative program delves into the essence of human connection. It's a comprehensive study on fostering relationships that matter, both personally and professionally. By tapping into the science of rapport and effective communication, teams are equipped to resonate better with their prospects and counterparts, understanding their mindset and perfecting their communication pitch.

Combining the potency of simplified selling with the art of deep connection, this program promises not just theoretical insights but actionable strategies. We will delve into real-world scenarios, reflecting their unique challenges, and walk away with tools that promise immediate application and tangible results.

In the grand scheme of business, anything less than this holistic approach underserves your ambition to be the unparalleled authority in your domain. Join us in this transformative journey, where we simplify the complex maze of sales and unlock the power of genuine relationships.

THE PRESENTER: BRIAN PARSLEY

Brian grew up being taught the ethos of working harder than most. When he combined this philosophy with the service of others his life changed. He's sold two successful start-ups and travels globally sharing best practices on how to sell more and create loyal fans. In addition to keynote speeches and workshops, he coaches select top performers from top Executives to Professional Race Car Drivers.



Event Contact: Registration@networkcsc.com

WEDNESDAY JANUARY 10th

6:00 PM - 8:00 PM Networking Social

THURSDAY JANUARY 11th

7:00 AM - 8:00 AM Breakfast - Revival Dining Room

8:00 AM - 12:00 PM Brian Parsley

12:00 PM - 1:00 PM Lunch - Revival Dining Room

1:00 PM - 4:00 PM Brian Parsley

6:00 PM - 8:00 PM Group Dinner

FRIDAY JANUARY 12th

7:00 AM - 8:00 AM Breakfast - Revival Dining Room

8:00 AM - 11:00 AM Best Idea & Critical Issues

ACCOMODATIONS

- The Enclave at The Vendue
 - 19 Vendue Range, Charleston, SC 29401
- CSC Room Rate: \$189 (Sun.-Thurs.), \$309 (Fri.-Sat.)
- Book by December 11th



BRING YOUR BEST IDEA!

- A Best Idea is a proven concept or process that has been implemented in your company. A Best Idea usually has created a financial impact on your Company's bottom line, or has had a positive impact on employee morale/ satisfaction.
- Utilize this group as your consultant to help brainstorm or discuss any current issue that you are facing within your company.

WHO SHOULD ATTEND?

Intended for sales managers, but also relevant to general managers and owners. Attend CSC SMART Group meetings to help identify common opportunities, then develop sales and marketing solutions to capitalize on them.