

ANNOUNCING OUR 90TH ROUNDTABLE – AUG. 1, 2024



HOW TO ACHIEVE A **90% CLOSING RATE** WITH TODAY'S BUYERS

5 takeaways:

- How to put the strongest talent out in the field – for your unique sale.
- Why searching for the “decision maker” isn’t enough in today’s market.
- The sales behaviors that mean the difference between exceeding quota and falling short.
- The 9 simple data points to collect during your sale to get to a 90% closing rate, consistently.
- How to pull the fiction out of your forecast so you can have a bankable forecast.

Terry and Jennica recently released their new book, *Wimp Junction: The Place Your Sale Was Lost... and How to Win It Back*, available now at www.wimpjunction.com.



TO ATTEND, YOU MUST REGISTER IN ADVANCE.

Aug. 1 • Midland Hills Country Club 2001 Fulham St., Roseville MN 55113

Breakfast: 8:00 am

Speakers: 8:30 am–Noon

RSVP by July 20, 2024 to Lisa@mnexecutivegroup.com

SPEAKERS

Jennica Dixon



Terry Slattery

SLATTERY SALES GROUP

Jennica Dixon grew up watching her father, Terry Slattery, deliver world-class training and consulting at Slattery Sales Group (SSG), where she worked on and off from the time she was 12 years old. After a career in banking and finance, she finally joined SSG full-time in 2020 and is now president of the company. Jennica brings her passion for the Slattery method to her leadership at SSG, empowering great sellers and companies to succeed and close more deals in less time at higher margins.

Terry Slattery left a successful high-tech sales career to found SSG in 1985, where he still teaches complex sales strategy. Terry has enhanced sales processes and developed value differentiation strategies for clients in more than 100 industries, helping both home-based enterprises and Fortune 100 companies alike to maximize their profit margins. To date, SSG has helped over 2400 companies and many thousands of salespeople to amplify their efficacy and succeed in complex sales.



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