

**Title:** COLD CALLING MADE EASY

**Program Description:** This program is designed to equip both tenured and inexperienced sales professionals with a proven process, strategy and scripts for making the initial call. Companies across the nation are using this system to secure meetings with key decision makers and fill their sales funnel with viable opportunities. To illustrate, many have reported after implementing the process, they moved from making 10 calls and getting 1 appointment to securing 5 – 8 appointments. Attend this program only if you are interested in learning how to make the phone an easy connection to the right people.

**Presenter: CHRISTINE McMAHON**

Christine McMahon specializes in communications. She helps companies make money and do so more profitably.

As a workshop facilitator, speaker and consultant she has a proven track record for increasing sales revenues and building collaborative thinking organizations.

Prior to starting her own firm, Christine was an executive and team leader with Procter & Gamble, Slim-Fast Foods, and Nabisco Biscuit Company.

Christine is a community leader. She serves on the Executive Committee of United Cerebral Palsy, is a co-chair of the UCP Annual Golf Challenge and also works with the United Way, the American Diabetes Association, and the Women's Business Owners Network.

Christine McMahon is the owner of Christine McMahon & Associates, a sales training and consulting firm in Milwaukee, WI. She can be reached at: 414.290.3344 or e-mail at: [ccm@christinemcmahon.com](mailto:ccm@christinemcmahon.com).