



## **FREE *Prospecting Workshop* FREE**

**The Office of Small Business Assistance presents**

**“Build, Organize, and Protect Your Business”**

**Tuesday, July 28  
10 a.m. to Noon  
Clayton Hutcheson Agricultural Center  
559 N. Military Trail  
(between the DMV and Salvation Army)  
West Palm Beach. FL**

### ***Jonathan Frances***

Sandler Training Institute of the Palm Beaches will conduct an interactive session to help you **FIND BETTER QUALIFIED PROSPECTS** & get better results from your 1st meeting.

Topics discussed will include:

- Getting past the gate keeper to talk with “Real Decision Maker”
- Stop struggling to get return calls and stay out of “Voice Mail Jail”
- Overcoming objections while laying the framework for better referrals
- Developing a 30-second commercial that will actually get you better qualified prospects

### ***Debra Aria, CPA***

This financial consultant will suggest ways to make money which is a basic incentive to operating your business. She will also discuss the need for a written business plan and how to use this tool. And, who'll run your business if you don't get paid?

You may register by providing your information in any of the following ways:

1. E-mail to: [pahart@pbcgov.org](mailto:pahart@pbcgov.org) (write Prospecting Workshop in the subject line)
2. Fax this form to the OSBA office at: 561-616-6850
3. Call the OSBA office at: 561-616-6840

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Business Name

Attendee's Name

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Business Address

City

State

Zip Code

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Print your e-mail address

***REGISTER EARLY...SEATS ARE FILLING UP QUICKLY***