

How to Sell in Tough Economic Times

Presented by Brian Abrams, ESQ., CPA



TOPICS TO INCLUDE:

- Staying in front of your clients without coming across as too pushy
- Distressed businesses and how not to become one and how to protect yourself from selling to one or working for one.
- Marketing Techniques...Do you practice what you preach?
- How to beat out the competition without undercutting your own profits. When are profits too high or low?
- Industry tools. What are you using and what is available to you? Do you appropriately use associations, networking groups and suppliers?
- Prospecting in this economy

Who better to learn from than an industry veteran and PPACHicago member, Brian Abrams of Corporate Imaging Concepts. Being a local Distributor, Brian is familiar with the Chicago Market and can relate to many of your current situations. Brian has also practiced law specializing in distressed businesses. Time will be allotted for Q & A so come prepared.

Brian is founder, President and CEO of Corporate Imaging Concepts, Inc in Northbrook. Imaging has been named Vendor of the Year by Allegis Group and American Honda's Premier Partner. Last year Corporate Imaging received over 25,000 online orders while Brian personally generated \$5 million in sales. In addition to Brian, Corporate Imaging has 15 sales professionals.

Previously Brian practiced law, concentrating on corporate transactions and commercial litigation. A Certified Public Accountant with a BS from the University of Illinois, Brian graduated from the Michigan Law School.

Brian currently serves on the Board of Directors for Indicorps and the Montessori School of Lake Forest.

JOIN US: Wednesday, May 13, 2009

IIT Rice Campus, Wheaton

5:30 pm Networking and Light Dinner

6:00 pm Presentation followed by Q & A

Cost: Complimentary to PPACHicago members who RSVP by Friday, May 8, 2009 \$5.00 per non member and onsite registration

R.S.V.P. by May 8th to Nancy Paolucci at 630-983-7722 or email staff@ppachicago.org

2 MAS Credits

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