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***Selling on Value* Subject of Sinclair Workshop Series**

Dayton, Ohio – The Workforce Development group at Sinclair Community College is holding a three-part ***Selling on Value*** workshop series in August.

The ***Selling on Value*** workshop series shows sales representatives how to clearly define and articulate the value that their solutions can have on their customer's business. During the course of the workshop, sales representatives learn how to define their own "value message." They then learn how to conduct a true consultative conversation so they can find out the real need of the customer and what it will mean to improve their situation. The workshop will also demonstrate how sales representatives can develop a true customer-focused value presentation that demonstrates the business impact of their solution and sets them apart from their competitors.

The workshop series instructor is Don A. Gray. He has held positions in sales, sales management, marketing, international management and strategic planning over a 30-year career. Additionally, Gray has been responsible for sales education development and deployment activities and has extensive experience in facilitating both sales skills and business solution workshop sessions worldwide.

The ***Selling on Value*** workshop series will be held from 8:30 a.m. to 12 noon on three consecutive Mondays, August 9, 16, & 23, at Sinclair's Learning Center at Miami Valley Research Park, 1900 Founders Dr. in Kettering.

For more information or to register go online at <http://workforce.sinclair.edu> or call (937) 512-5741.

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