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# Cal Poly Invites Local Entrepreneurs, Sales Professionals to Intensive Sales Boot Camp

SAN LUIS OBISPO — All local entrepreneurs and professionals selling or planning to sell products or services are encouraged to attend the SLO HotHouse four-week intensive Sales Boot Camp from 5:30 to 8:30 p.m. every Thursday in March.

Participants will learn the sales process from planning to execution with seasoned entrepreneur and sales expert Peggy Carlaw.

Participants will gain the confidence to contact key decision-makers and learn the skills to make persuasive presentations. Attendees will learn how to leverage their time with the right decision- makers and “influencers” so they can close more sales. Session topics will include: opening the sales call, uncovering buyer needs, making an effective presentation, asking for the sale, and handling buyer resistance.

Carlaw has more than 20 years of experience as a sales consultant and trainer. She has developed custom sales curriculum for Apple, Citibank, Shell Oil, Blue Cross and Blue Shield and many other Fortune 1000 companies. Carlaw is the founder of multiple businesses and has authored books on sales, customer service and management.

The Sales Boot Camp, organized by the Cal Poly Small Business Development Center (SBDC) and the Cal Poly Center for Innovation and Entrepreneurship (CIE), will be held at the SLO HotHouse at 955 Morro St. in San Luis Obispo. Registration is \$142 for every two company representatives for the entire program — about \$35 a session. To register, go to <http://www.eventbrite.com/e/sbdc-sales-bootcamp-tickets-10109528873> or call the Cal Poly SBDC at 805-756-5171.

## About the Cal Poly SBDC for Innovation

The Cal Poly SBDC for Innovation is a partnership between the community and the university that promotes the development of technology-focused ventures. By providing high-quality business assistance to startups and established companies, the Cal Poly SBDC for Innovation helps entrepreneurs launch companies, create and retain jobs, attract capital investment, and contribute to the prosperity of the Central Coast.

## About the Cal Poly CIE

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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