

**Save the date!**



**Thursday, March 17th 2005**

**4:30 pm – 7:30pm**

**“ It’s not “LUCK” it’s Sales and Marketing !!**

**Roundtable Discussion / Cocktails & Appetizers**

**Where: Renaissance Club Sport, 2805 Jones, Walnut Creek  
680 & Geary/Treat Blvd, across from Pleasant Hill BART**

**Roundtable Topics:**

- ✓ Development of a Plan
- ✓ Various Marketing Strategies
- ✓ Sales – Execution of the Marketing Strategy
- ✓ Anatomy of the Sale
- ✓ Increase your Prospecting and Qualifying Ability
- ✓ Closing Techniques

**Cost: \$30 to UAEL Members, \$35 fee to Non-UAEL Members**

**Event hosted by UAEL Bay Area Regional Committee and**

**Sponsored by:**

**Belvedere Equipment Finance**

**Bank of the West**

**Allegiant Partners**

**Bank of Walnut Creek**

**Please reserve your ticket by Monday, March 7th, via email at:**

**[jhaenselman@befcfinance.com](mailto:jhaenselman@befcfinance.com)**

**or call John Haenselman at 650-616-1948**