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## **Eshbaugh of TruSelling to speak at REFA's March 25 networking event**

March 04, 2010 - Connecticut

Dan Eshbaugh of TruSelling, Inc. will be the speaker at REFA's members only networking event on March 25. The event will be held at the Society Room of Hartford from 2 to 5 p.m.

Eshbaugh is the president of TruSelling, a sales and marketing consulting firm serving the financial services industry. He is a 19-year sales and marketing professional with extensive experience in the financial services field and a frequent speaker at commercial real estate trade shows and conventions throughout the U.S.

Prior to forming TruSelling, Inc., he was vice president of business development for General Electric Business Property (a division of GE Capital), and was responsible for representing the company to industry trade groups and the nation's top commercial real estate firms. Eshbaugh is a green belt in GE's Six Sigma program and has been certified by Communispond to teach their socratic and negotiation skills courses.

Testimonials of Eshbaugh:

Mike Riccio of CBRE/Capital Markets said, "Even experienced and successful sales professionals will find Dan's presentation to be full of tactical, useful tips and information... and, you will enjoy his clever and enjoyable delivery..."

Mark Duclos of Sentry Commercial Real Estate Services, said "In today's world we all can use a tune up on effective sale techniques for ... well, today's world! Dan's approach is fun, informative and engaging. Most of all, he offers a ton of 'take home value.'"

This fast paced, interactive presentation will highlight the critical steps necessary for effectively "selling" yourself, your company and your services.

The modules that Eshbaugh will discuss during the three-hour session include:

Module 1: First Contact

- \* Planning
- \* Cold Calling
- \* Building Rapport

Module 2: Seeing the Whole Picture

- \* Opening the Conversation
- \* Letting the Customer Lead
- \* Effective Questioning

Module 3: The Big Show

- \*Offering Your Product
- \* After they say "No"
- \* Closing.

Please register for this members only program by by March 23. Members can register online at

[www.refact.org](http://www.refact.org) or by fax at 860-286-0787.

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