



## Selling Appreciatively

### *A Workshop for Salespeople and Sales Leaders*

**August 12-13, 2010**

**Chapel Hill, NC**

*Learn to unlock the potential of your client relationships while maximizing their long-term value. In this workshop you will learn:*

- *To connect with your clients at their best*
- *To discover yourself at your best*
- *To craft generative questions that open new dialogue*

Leading-edge Appreciative Inquiry practitioner Ralph Weickel will introduce the theory and practice of Appreciative Inquiry applied to sales and the development of client relationships. In today's ever changing sales environment, the client relationship is paramount and demonstrating unquestioned integrity in your particular environment is essential. Learn how this groundbreaking approach can build enduring client relationships and position you as the trusted advisor. Learn how sales leaders in a multitude of industries integrate these concepts to their sales success.

This workshop will allow you to answer the following questions:

- How do I become a trusted advisor to my clients?
- How do I build credibility in the eyes of my clients?
- How do I guide my client to see the opportunities for their success?
- How do I help my clients select the best solution for their businesses?
- How do I achieve unparalleled career success?

**Workshop Schedule:** Attendance at the entire workshop is highly recommended. This workshop fulfills an elective requirement for the Corporation for Positive Change Certificate.

Thursday, August 12	Registration 8:30 Workshop 9:00–5:00
Friday, August 13	Workshop 9:00–5:00

**Workshop Venue:** Extraordinary Ventures  
200 S. Elliott Rd., Chapel Hill, NC 27517  
Phone: 919.967.1100 Fax: 919.967.1169  
Website: [www.extraordinaryventures.org](http://www.extraordinaryventures.org)

This workshop is one of the electives in our Certificate Program:  
*Appreciative Inquiry and the Practice of Positive Change*



**Travel and Lodging:** There are several hotels located near this venue. Be sure to ask for the Corporation for Positive Change rate.

- The Siena Hotel ([www.sienahotel.com](http://www.sienahotel.com)) 919-929-4000.
- The Hampton Inn Chapel Hill ([www.hamptoninn.com](http://www.hamptoninn.com)) 919-968-3000.
- Days Inn ([www.daysinn.com](http://www.daysinn.com)) 919-929-3090.

A list of hotels will be sent to you with confirmation of your registration. Hotels are approximately 18 miles from Raleigh-Durham International Airport (RDU). Travel from the airport is by rental car or taxi.

**Workshop Costs:** Includes all workshop materials and breaks

<b>Tuition</b>	<b>Until July 12</b>	<b>After July 12</b>
Standard	\$ 950	\$1,100
Nonprofit	\$ 850	\$1,000
Group (3+)	\$ 750	\$ 900

### **Workshop Faculty:**

**Ralph Weickel** is the principal of Performance Management, an appreciative business consultancy. He brings 25 plus years of experience working across a broad range of industries including financial institutions, utilities, defense contractors, hospitals, publishing and small businesses. Through Performance Management, Ralph guides businesses and individuals to identify core strengths and build on those strengths to permanently improve performance. Engaging the spirit and unleashing the passion of all stakeholders, he utilizes Appreciative Inquiry as the basis for strength development, performance improvement and achievement of collective goals. Ralph specializes in working with organizations in the areas of team development, change initiatives, sales/customer service program development and implementation, strategic planning, employee engagement, executive coaching and fostering/developing an entrepreneurial spirit. A native of Germany, he is fluent in German.

### **Corporation for Positive Change**

[www.positivechange.org](http://www.positivechange.org)

For more information call (303) 972-5155

**“Appreciative Inquiry for Global Good”**

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*Appreciative Inquiry and the Practice of Positive Change*



*Selling Appreciatively* August 12-13, 2010  
Workshop Registration

Name (Please Print) \_\_\_\_\_ (Name for Name Badge)

Title \_\_\_\_\_ Organization \_\_\_\_\_

Billing Address - Street \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

Special Food Requirements (allergies): \_\_\_\_\_

**Workshop Costs:** Includes all workshop materials and breaks

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**Registration by Credit Card:**

MC \_\_\_ Visa \_\_\_ Discover \_\_\_ Name on Credit Card: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CV Code: \_\_\_\_\_  
(required)

I agree to pay all fees as stated on this workshop registration form.

Signature: \_\_\_\_\_

**Fax completed registration form to (303) 978-9543**

**Registration by Check:**

Mail completed registration form with check payable to:  
Corporation for Positive Change  
7398 S. Zephyr Way, Littleton, CO 80128

**Refunds:** An 80% refund for cancellations up to 30 days prior to the workshop; 50% thereafter. No refund for cancellations within one week of the workshop.

**Substitution Fee:** \$75.00 will be charged to substitute one person for another, once a registration is received.

**For information call (303) 972-5155 or e-mail [office@positivechange.org](mailto:office@positivechange.org)**

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