

# TIAG presents Mark McMullen

## Sept. 25, 2008

### **“14 WAYS TO BECOME A MORE EFFECTIVE SALESPERSON - AND CLOSE MORE SALES”**

**Location:** Anthony's Restaurant  
3109 Piedmont Road  
Atlanta, GA, 30305  
(404)262-7379

**Date:** September 25, 2008

**Time:** 6:00 PM

6:00 - 6:30 PM registration and networking

6:30 - 7:30 PM Dinner

7:30 PM Presentation



**What to expect:** Learn about the psychology of selling and how to apply it to the sale of travel, both in person and over the phone, from Mark McMullen, author of “Strategies for Selling More Successfully”. This book was written exclusively for travel agency owners, managers and agents, both brick and mortar and home-based. Hear about the key areas on which to focus in the sales process and the importance of branding yourself. Come away knowing 14 proven techniques to help you sell travel, close more sales and turn shoppers into loyal clients.

**Price:** \$25.00 member's rate

\$35.00 non-members

Join at the meeting for the discounted membership rate of \$35.00  
and pay the member's rate for dinner

**RSVP:** [georgiatravelindustry@yahoo.com](mailto:georgiatravelindustry@yahoo.com)

**NO SHOWS WILL BE BILLED!**