



Economic Development  
**ALLIANCE**

For Immediate Release – March 13, 2006

For More Information:

Greg Prestemon, President & CEO  
Scott J. Drachnik, VP Business Development & Marketing  
636-441-6880

**Next Alliance Training Workshop Thursday, March 23**  
**Dale Carnegie Seminars presenting “The Sales Process”**

ST. CHARLES COUNTY, MO --- “The Sales Process” will be presented by Dale Carnegie Seminars at the next Alliance training program offered by the Economic Development Center (EDC) of St. Charles County on Thursday, March 23 at St. Peters City Centre.

This four-hour workshop will begin at 7:30 a.m. and is part of 16 professional training seminars scheduled for 2006. The instructor will be Billie Bright, executive vice president and general manager for Dale Carnegie – St. Louis and Midwest Performance Development, Inc.

Alliance members may attend the four-hour March 23 event for free. The general public is also welcome and admission is \$125. Advance registration is required and going on now. Continuing education credit will be awarded to participants. Full breakfast will be served.

This seminar will focus on increasing sales through relationship-based selling. Participants will learn the selling steps and the opportunity to practice them during the workshop. Adding one of the tools such as credibility statements or trial closes could have an immediate impact on a salesperson’s results.

The 2006 Alliance series is co-sponsored by 90.7 KWMU FM. Additional event sponsorships are still available.

The Alliance is an exciting new partnership for business people, community and civic leaders and takes the success of the EDC’s former Executive Forum program to new heights of training and networking.

To register or for more information, call the EDC at 636-441-6880 or send an e-mail to:  
agordon@edcstcharlescounty.com

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