

November 23, 2011 Dinner Meeting

Pre-Registration is required

Register on our website:

bpwdurham.com

or Contact :Joanne Cox:

Phone: 905-571-0473

Email: 2resrv@bpwdurham.com

The
Business & Professional
Women of Durham
WHY WALK IN SOMEONE ELSE'S SHADOW — CAST YOUR OWN!



Selling Your Ideas Effectively How to Talk About What You Do

Do you struggle to articulate in a clear and compelling way exactly what solutions and benefits your product or service offers? When you are out networking are you still struggling with your 30/60 second intro, (a.k.a. the elevator pitch) at networking meetings, having a longer version as a short dialogue for speaking with someone one-on-one standing in line somewhere and having a much longer version for a full-fledged conversation with your dinner companions? Do you need help getting your ideas across in an interesting but concise way that engages the listener without sounding bland or like everyone else?

Come find out what **Wendy Ladd, the Master Connector of People, Products and Ideas**, can tell you about creating a meaningful, connected dialogue with a potential client or referral source.

Wendy Ladd was born and raised in the Toronto area and has 20 years experience being a top performing Fleet Sales Manager with a General Motors dealership. As a top performer in the automotive industry for 20 years she found that she had reached the highest maximum sales achievements she could. She decided it was time to go and "Live her dream". Her goal as a Life Coach, Health and Human Behaviour Consultant is to touch lives, be a hope giver, and show each person they were created for greatness.



Reservations are required, seating is limited.

Date: November 23, 2011

Time: 6:00 - 9PM

Guests: \$35.00/person
(\$40 after deadline)

Members: \$30.00/person

Costs include one dinner, tea/coffee. Please pay server for any alcoholic beverages before leaving.

Location: Bayly Restaurant (Chef Tommy's)
325 Westney Rd. S

Ajax L1S 6M5

Directions: Bayly and Westney Rd. South
East corner. Free Parking

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bpwdurham.com

or contact Joanne Cox

by November 18th:

Phone: 905.571.0473

Email: 2resrv@bpwdurham.com

Reservations accepted with Credit Card
(VISA or AMEX).

48-hr cancellation notice required for refunds
You will be charged if you reserve and do not attend or cancel

