

A Masterclass Invitation

"The Winning Approach: Sales Strategy and Superior Business Development "

With John Leach, CEO at Winning Pitch

Date: Thursday 20th May 2010

Time: 9 am arrival to 1 pm (Lunch provided)

Venue: Council Chamber, Ormond Building, MMU All Saints Campus



Invest in yourself. Grow your leadership talent. LEAD your business. Join other business leaders from our 2009 Manchester LEAD Programme for a morning of inspiration and collaborative learning.

Based on his book, "The Winning Approach" – our speaker John Leach shares his methodology that drives superior business development. The approach has proven to deliver results and generate profitable levels of income for a wide range of organisations. Sales are a vital yet much neglected skill in small business leadership. This session creates reflection on your current sales strategies. You'll also pick up new techniques and confidence to create new sales performance. Come alone or bring a friend to meet John at MMU Business School.

This session will also provide opportunities to preview learning activities with successful small business leaders on the LEAD programme, a ten month intensive and practical leadership training course.

Places are limited to just 20 businesses that employ 20 or less staff. They will be allocated on a first come first served basis. Book your place now at www.businesslinknw.co.uk/leadevent and select **Manchester Metropolitan University** from the Provider List.

If you would prefer not to receive information on LEAD please email your business name and postcode to unsubscribelead@nwda.co.uk