



PRESS RELEASE
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For Immediate Release
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RSPA offers 'Selling Essentials'

'Selling Essentials' is an intense, on-site Basic Sales Course

Charlotte, NC - September 17, 2007 - The Retail Solutions Providers Association recently announced it will hold a basic sales course for newly hired salespeople in Atlanta, Georgia on November 5th, 6th, & 7th.

'Selling Essentials' is a two-and-a-half day, intense education session and workshop, focusing on enhancing the effectiveness of newly hired sales people. This small class is limited to only **20** students in order to maximize the attention given to each participant. Each attendee should expect to learn the following from **'Selling Essentials'**:

- Identify high potential accounts
- Qualify sales opportunities
- Conduct productive sales calls
- Moving a sales campaign forward
- Applying core selling skills in a variety of sales situations

"Selling Essentials is an example of RSPA's commitment to our members by providing value through education and knowledge. In addition, I feel this program will allow new sales people to enhance their skills and try to become productive as quickly as possible," said Jay Usyk, RSPA Director of Education.

Program Details:

Instructor: [Jay Usyk](#), RSPA Director of Education

When: November 5th, 6th, & 7th

Where: Atlanta, Georgia

Specific Location: 1125 Northmeadow Parkway, Suite 114, Roswell, GA 30076

Cost: \$295 (includes course material)

Visit GoRSPA.org for further details and to register TODAY! Registration will be on a first come, first serve basis.

About RSPA (www.GoRSPA.org)

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards and information benefits that assist member companies in expanding their business.

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