

2008 Business Education Series

These seminars provide affordable training and education on topics relevant to today's business. Seminars are held monthly at the Overland Park Chamber of Commerce.

To register, contact the Chamber at opcc@opks.org or 913.491.3600.

January 15

Cold Calls

Jonathan Whistman, Effective Sales Development

Cold Calls: Two words that make sales people shiver. If you are starting a new business, developing a new territory or starting a new position, you will have to make cold calls. Discover the mindset and techniques you and your sales force can use to make calling easier.

March 11

Get Inside Your Customer's Head

Judy Bond and Rob White, Bond Team, Inc.

Would you like insight into how to communicate more effectively with your customers? Discover your own personality styles as well as other common and predictable behavior traits. Learn to recognize the basic needs and motivational factors that influence decision making and communication styles.

April 15

Identity Theft: You or someone like you!

Karl Hansen, Shred-It

Information security breaches cost American business \$50 billion annually and your or your organization could be effected. Many of you will also face litigation, fines, sanctions and lost productivity. Learn how criminals obtain and use sensitive information and effective preventative measures and best practices.

June 17

The Five Dysfunctions of a Team

Ray Reuter, Kaizen

Teamwork is more critical than ever in today's competitive marketplace. Learn the five dysfunctions of a team, but more importantly, how to specifically overcome them. The answer lies in building trust, initiating healthy conflict, producing commitment, enforcing accountability and achieving common objectives.

July 15

Sales and Salesmanship

David Miller, Humana, Inc.

Learn how to avoid the confrontational tug of war in which sales reps keep pushing products and customers keep backing away. Learn the skills to understand what the customer does- and does not- want to buy. Sell them what they want rather than what you want.

August 26

Where Did All the Great Employees Go?

Nathan Zimmermann, Adecco Employment Services

Do you recruit individuals who leave after a couple months? Are you spending more time on employee turnover than actually revenue generating activities? Are you prepared to recruit and retain the future of your business? Learn how organizations will need to create staffing strategies to remain competitive, plus share best practices in the areas of recruiting and retention.

September 16

How to Outlast and Outperform the Competition:

Embracing Change and Thriving

Allison Darling, Management Concepts, Inc.

Change or die. Today, the spoils and riches go to those people and organizations that can constantly adapt to the new and better ways of doing things. Whether it's embracing technology, responding to competition, penetrating new markets or finding better ways to serve customers; the winners have discovered the secrets of getting results!

October 21

Stop Looking, Acting and Sounding Like Your Competition

Dan Stalp, Brooks Associates

Ever find yourself talking about news, weather and sports too much on sales calls? Ever hope by dropping your price (one more time) you'll get the business? Find out what really goes on in the buyer's decision process. It's more than just the best personality.

November 11

How to Market Effectively . . . to Existing Customers

Shawn Kinkade, Aspire Business Development

You want to grow your business, but are you looking at a key opportunity – your current customer base? Learn why an increased customer service focus is not only good for your customers; it's good for your business.



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