



**Miles Washburn**  
443 Shawcroft Road  
Fayetteville, NC 28311

**910.308.9261**  
**mcwashburn@earthlink.net**



## **“Messages with Meaning”**

**Recognized Speaker**



**Expert Image Advisor**



**Professional Sales Trainer**

---

**Miles Washburn**

**910.308.9261**

---

**mcwashburn@earthlink.net**

## Recommended for Career Centers, Schools of Business and Sales Organizations

**Communication Skills** - This presentation discusses the advantages of listening vs. talking. It covers various questions to ask potential customers and how to respond to questions. It also discusses the various keys to effective listening.

**Closing the Deal** - Covers how to get the potential customer to say “yes”. If these guidelines are properly used, the closing ratio should improve quickly. Closing questions and trial close questions are discussed, as well as two very effective ways to close.

**Working on Your Image** - Interview skills, resume writing, what to wear or not wear, and what to bring to interviews whether it is for their first job or internship. An open and candid discussion about Facebook, the Internet and voicemail, and what it means to their interview and future.

**Prospecting 101** – Geared towards students who plan to go into the sales sector of business. Various forms of prospecting are discussed, including role play opportunities. Various outcomes of the prospecting are covered, along with what to say on the phone or in person to the “gatekeeper”. A discussion of discovering who the Executive Level Contact or “ELC” is and the importance of getting to that person on the call.

**Objection Handling** – What happens when a customer says “No”. The different kind of objections, when they tend to occur, and what you can do to overcome them and get back to the sales process are discussed in full.

**Goal Setting** – Why set goals? The do’s and don’ts of goal setting. Setting realistic goals and what to do after you have or haven’t achieved them.



## Recommended for Greek Communities – Fraternities and/or Sororities



**Communication Skills** - This presentation discusses the advantages of listening vs. talking. It covers various questions to ask potential Greek members and how to respond to questions. It also discusses the various keys to effective listening.

**Closing the Deal** - Covers how to get the potential Greek member to say “yes”. If these guidelines are properly used, the number of bid refusals should decline rapidly. Closing questions and trial close questions are discussed, as well as two very effective ways to close.

**Risk Management - Anti-Hazing** - This presentation is very specific to local and state laws, and the associated penalties for breaking them. Subtle Hazing, Harassment Hazing and Violent Hazing are all covered in detail. This presentation is very interactive and often surprises the students with what really happens if they are caught in a hazing situation.

**Gaining Alumni Support** – Questions like “How does a Chapter get more involvement from their members after they graduate, and when do we start asking them for money?” are all covered. How do the members approach alumni they don’t know at an event, and what events will attract alumni to come back to the University?

**Working on Your Image** - Interview skills, resume writing, what to wear or not wear, what to bring to interviews whether it is for their first job or internship. An open and candid discussion about Facebook, the Internet and voicemail, and what it means to their interview and future.

**Breaking Bad Habits and Bad Traditions** - Overcoming outside negative pressures that influence bad decisions inside a chapter, while taking a good look at your own chapter’s identity.