

# The Unapologetic Saleswoman

written by Lauri Moon | February 24, 2022

## Calling all Saleswomen! Join us on International Women's Day for this fast-paced, free program.

### We'll cover:

- If you are restless and dissatisfied with the traditional selling approach, how to meld your talents into a non-traditional sales methodology.
- Why selling is a notable profession...and why women already have so many of the qualities needed to become a trusted sales professional.
- How some of those qualities prospect's exploit to get what they want without making any commitments.

This program is based on the book, "**The Unapologetic Saleswoman**" by Sandler Trainer, Lorraine Ferguson, and our 27 years of working side by side with many very talented and successful saleswomen and leaders.

There is no cost for this event, but registration is required. Feel free to share within your network!

[Register](#)

### Speakers:

Dana Gordon, IMC Business Advisor



With over 20 years of business management and high-level sales experience, Dana is one of IMC's go-to authorities on business and manufacturing processes.



John Moore, Moore Power Sales

John founded Moore Power Sales in 1995 and has been passionate about helping hard working sales professionals get the results they want and deserve.