

Dallas Preview Session

Upcoming Event Announcement

Course: The Reluctant Salesperson: A Realistic Approach to Practice Development for the CPA™
Level: Professional Curriculum
Audience: Staff & Above
Cost: \$399.00 per person
CPE: 16 CPE credits
Dates: August 8-9, 2011 (8:30AM – 4:30PM)
Location: Dallas, TX
Venue: Cityplace Conference & Event Center
 2711 North Haskell, Suite 100, Dallas, TX 75204

Meals: Continental breakfast and deli lunch included

Timing:	2 Days	Delivery method:	Group/Live
Program level:	Basic	CPE credits:	16
Field of study:	Marketing	Course #:	PF007
Prerequisites:	None	Competencies:	Adaptability; Business Acumen; Knowledge of Products and Services; Business Development; Negotiate and Influence
Pre-work:	Complete DISC Profile and Business Development Questionnaire		

Description:

Appropriate for staff and above, The Reluctant Salesperson: A Realistic Approach to Practice Development for the CPA is designed to help accountants, regardless of their service or industry focus, become more comfortable, confident and skilled at developing and nurturing timeless business relationships. Participants build personal practice development plans based on their personal needs, desires and behavioral tendencies and leave with simple, practical tools and behaviors necessary for success and desired business development results.



Facilitator:

Charles Hylan is a shareholder of The Growth Partnership. Charles brings value to TGP clients by understanding the comprehensive nature of their practice development and management goals. As a result, he is a trusted advisor to clients within several areas of TGP's service offerings, including outsourced marketing, strategic planning and training.

Charles has written articles featured in various accounting publications and has spoken at many accounting firms, associations and other industry meetings and conferences.