

FOR RELEASE: IMMEDIATE

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YOUNGSTOWN, Ohio - Sales professionals know--If you can't close, you can't sell.

However, though many of these same professionals understand the mechanics of the closing process, they lack the insight into basic customer motives, which can produce frustrating stalls and objections.

In "Psychology of Closing Sales," a six-week course to be offered in February by the Office of Continuing Education at Youngstown State University, participants will be introduced to behavior shaping skills that will enable them to become a far more effective communicator, and sales person. It will teach ways to understand what the prospect really means, regardless of the words he/she used.

Classes will be held from 5:40-7:30 p.m., Thursdays, beginning Feb. 6 and continuing through March 13.

The instructor is George Dubec of Warren, who works for the Packard Electric Division of General Motors Corp. and holds a Bachelor of Science degree in Industrial Management from YSU.

The course fee is \$90, or \$75 for individuals registering before Jan. 23.

To receive a free brochure or to register, call the YSU Office of Continuing Education at (216) 742-3358.

Continuing Education...because learning is a lifelong process.

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