Michigan Chamber Seminar to Offer New View on Tradeshow Sales

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Michigan businesses will have the opportunity to learn new techniques on tradeshow buying and selling by attending its "Closing with Confidence™" seminar. The Michigan Chamber is the first chamber in the U.S. to offer Closing with Confidence™ -- the tradeshow selling program that shows video of the actual booth selling process at tradeshows.

"The Michigan Chamber is always looking for ways to help its members be more profitable," said Aimee Bahs, Director of Marketing & Events for the Michigan Chamber. "When I saw the Closing with Confidence™ demo video, I was intrigued; this seminar offers solid suggestions on how businesses can increase their tradeshow sales."

The Michigan Chamber will hold the half-day seminar on April 6, 2005 in Novi and on April 7, 2005 in Grand Rapids.

The seminar will be presented by Rick Kamel, a Chicago-based public relations professional who has more than 25 years of experience as an entrepreneur, news journalist and public relations and advertising practitioner.

Registration and program details are available on the Michigan Chamber's website at http://www.michamber.com/semevent/seminars.asp , or by calling 1-800-748-0344.

The Michigan Chamber is a statewide business organization which represents more than 6,500 employers, trade associations and local chambers of commerce. The Michigan Chamber was established in 1959 to be an advocate for Michigan's job providers in the legislative, political and legal process.

SOURCE: Michigan Chamber of Commerce

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Web site: http://www.michamber.com/
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