



**Building Relationships. Building Business. Building Success**

FOR IMMEDIATE RELEASE

Contact: Stephanie Ashton  
(336) 387-8316  
[SAshton@greensboro.org](mailto:SAshton@greensboro.org)

## **GREENSBORO CHAMBER ANNOUNCES SALES AND MARKETING SERIES LINEUP**

July 19, 2010 (Greensboro, NC) – Business owners, do you want to **maximize your advertising dollars, gain new and retain existing customers, and learn new techniques of selling**? The Greensboro Chamber can help. Join us for the Business Academy's "2010 Sales and Marketing Series" and sharpen your skills!

The monthly series begins on Thursday, July 22 and concludes on Thursday, December 2. Each session has a different focus to help attendees gain a broader understanding of their customers, marketing strategy, brand development, and more:

### **July 22 - Building an Effective Marketing Strategy**

[http://events.greensboro.org/default.asp?cale\\_id=931&details=true](http://events.greensboro.org/default.asp?cale_id=931&details=true)

### **August 26 - Selling Your Stuff in a New Economy: Love What I Do! Hate Selling It!**

[http://events.greensboro.org/default.asp?cale\\_id=932&details=true](http://events.greensboro.org/default.asp?cale_id=932&details=true)

### **September 23 - Ad Specialties Strategies for Gaining Customers**

[http://events.greensboro.org/default.asp?cale\\_id=933&details=true](http://events.greensboro.org/default.asp?cale_id=933&details=true)

### **September 30 - Marketing Clinic** (registration coming soon)

### **October 28 - Ad Specialties Strategies for Brand Development and Employee Incentives and Recognition**

[http://events.greensboro.org/default.asp?cale\\_id=934&details=true](http://events.greensboro.org/default.asp?cale_id=934&details=true)

### **November 9 - Getting Better Results From Your Advertising Dollars**

[http://events.greensboro.org/default.asp?cale\\_id=935&details=true](http://events.greensboro.org/default.asp?cale_id=935&details=true)

### **December 2 - Customer Care: Attain. Then Retain!**

[http://events.greensboro.org/default.asp?cale\\_id=936&details=true](http://events.greensboro.org/default.asp?cale_id=936&details=true)

The programs will take place at the Greensboro Chamber of Commerce, 342 N. Elm Street, from 8:30 a.m. to 10 a.m. on the dates above. Registration is free-of-cost and is open until the day of the event. To register, click on the links above or log onto [www.greensborochamber.org/EventCalender.aspx](http://www.greensborochamber.org/EventCalender.aspx).

The Chamber of Commerce is Greensboro's premiere business association, working to build a strong economy one business at a time through unique educational programs, entrepreneurial support initiatives, leadership training, and opportunities to network with key business leaders. The Chamber is a member of the Greensboro Partnership, united with Greensboro Economic Development Alliance and Action Greensboro to create a growing economy and vibrant quality of life.

###