

NEWS RELEASE

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**Women's Business Development Conference
Turns Sales Training on its Head and Explores Instead Why They Buy**

NORTH BETHESDA, Maryland - Companies spend millions of dollars annually teaching their people how to sell, instead of investing in the only question that ever matters to the bottom line: Why they buy? A study at San Francisco State University has revealed that the most important factor in the success of a sales call is the personality type of the buyer, not the salesperson, despite popular wisdom to the contrary. Researchers have discovered that being able to quickly pinpoint the "buying personality" of the prospective buyer made a sale significantly more likely regardless of the personality type of the salesperson.

The Power Conference is bringing revolutionary communication training from world-renowned sales trainer – **Cheri Tree** in a featured 2-hour session to its daylong business development curriculum at its August 9, 2018 conference at the North Bethesda Marriott/Montgomery County Conference Center. Women in business will discover what triggers the 'Yes' or tripwires the 'No' in the sales process. Cheri Tree, creator of the B.A.N.K. methodology, is the author of the book "*Why They Buy – Cracking the Personality Code to Achieve Record Sales*" and CEO of BANKCODE.

Using B.A.N.K. personality typing, salespeople can now identify the personality of the person to whom they are delivering their sales pitch in the first 90 seconds of the sales call. Using that information, the salesperson can deliver a script customized to that personality type containing specific trigger words that make getting that "yes" much more likely.

The Power Conference Co-Chair, Nancy Regelin, a partner at the law firm Shulman Rogers, says, "*Today everyone in business is responsible for business development – both marketing and sales. This is an incredible opportunity for women to gain an advantage by investing time in an intensive workshop to learn critical skills taught by a renowned female sales trainer. This session culminates the line-up of our Summer Intensive format to give attendees immediately actionable take-aways from every workshop.*"

Cheri Tree, CEO of BANKCODE, with more than 20 years' experience in sales and a multi-million dollar income, is the leading authority in Personality Sales Training having shared the stage with icons such as Tony Robbins, Robert Kiyosaki, Suze Orman, Les Brown, and Sir Richard Branson. Cheri teaches the B.A.N.K. sales system to top sales organizations worldwide. www.whyytheybuy.com

The Power Conference: Women Doing Business is an annual regional women's business development conference created via a strategic partnership between **Women Business Owners of Montgomery County (WBO-MC)**, **Women Business Owners of Prince George's County (WBO-PGC)**, **Women Presidents Educational Organization (WPEO-DC)**, and **Women in Business Education Foundation**, together with Montgomery County, and many diverse women's business organizations and sponsors. The focus of the Power Conference is business - all business - all day. The Power Conference attracts 500-700 regional business women and men from throughout Maryland, DC and Northern Virginia. www.ThePowerConference.com #thepowerconf

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