

Session Description:

Did you know that it takes only 7 seconds to make a first impression when you're networking? Fortunately, there is a formula to impressing buyers (and other business owners alike!) and leaving a lasting impression during those Networking Meetings and formal introductions. I should know, I've spent 20 years buying services for giants like Pepsi, Pizza Hut and Frito-Lay and networking with vendors. Now, I teach CEOs how to network to unleash their own magic.

In this hands-on dynamic session, you'll:

- Learn the guaranteed-to-impress elevator pitch formula that will get you the next meeting
- Have the chance to try out your own pitch to get live coaching on how to polish it.



Speaker Bio:

Chala Dincio is the CEO and Founder of The Repositioning Expert (division of Coachtactics), www.repositioner.com. She's a Marketing Strategist who helps B2B service providers reposition their marketing message to successfully sell to corporate clients. In her former life, Chala was an award winning marketer at companies such as Pepsi, Pizza Hut, Frito Lay, Diageo, Playtex and BIC Inc for 18 years. Now she's a successful entrepreneur, and the author of 4 books including *Gentle Marketing: A Gentle Way to Attract Loads of Clients*. Chala's also an expert featured on major television networks such as ABC, NBC, CBS, Fox, as well as a frequent speaker at Nasdaq, Harvard Club of Boston and International Business Conferences.