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**BMC ANNOUNCES "SELLING SKILLS INVENTORY"
Businesses Can Identify Their Selling Strengths and Improvement Needs**

In the current business climate, many Santa Clarita business owners are having to tighten their purse strings. Some are even losing their businesses. Owners are angry. They need more sales. BMC believes it's new, "Selling Skills Inventory", is an answer. This one-day program includes assessing selling skills and uncovering selling improvement needs. The program will be held monthly at the BMC facilities, 25000 Avenue Stanford, Suite 95, in the Valencia Industrial Park. The first event will be on Thursday, June 19th.

In today's world, buyers are as smart if not smarter than those selling to them. They don't fall for "salesmanship". They want honesty, integrity, knowledge and a direct approach. They want salespeople to know that selling isn't telling anymore, it's about asking questions. It's about learning the buyers' needs then adapting the offering in a way that shows value to the buyer. Show enough value and the buyer will ask to have an order taken. For sellers to succeed in today's environment they need to know their strengths and improvement needs first, and then they need to build on those strengths and improve those areas needing it. "Selling Skills Inventory" attempts to do just that.

Bill Miranda Consulting, BMC, was founded in 2006 in Santa Clarita by Bill Miranda a former Vice President of the Santa Clarita Valley Chamber of Commerce. Bill is currently working on a doctoral degree in Organizational Leadership at the University of La Verne. Bill is also a consultant with the local Small Business Development Center.

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If you'd like more information about this topic, or to schedule a meeting with Bill Miranda, please call Bill at 661-877-4668 or e-mail him at bill@billmirandaconsulting.com