



HERTFORD TOWN COUNCIL

NEWS RELEASE

19th September 2017

The Selling Mindset Free Event for Local Entrepreneurs

Hertford Town Council will be hosting the next Hertford Entrepreneurs event on Thursday 19th October at Hertford Castle, from 18.30 until 20.00.

Entrepreneurs are invited to register online to attend the **free** of charge event, which looks at 'The Selling Mindset.

This event is aimed at improving sales performance and personal effectiveness by addressing the mental side of sales work. The guest speaker, Mark Williams, will aid entrepreneurs with a tool kit to enhance mental strength, focus, resilience, motivation, confidence and empathy. This presentation is relevant to all roles and will help with self development of entrepreneurs at all stages in their career.

Mark Williams is the CEO of Sales-Mind and has a solid background in corporate and consulting sales. He has years of experience in sales and skills training, an MBA from the Open University and has developed a set of training tools and techniques specifically to develop and strengthen the mindset of sales teams.

By developing a niche approach to sales team development based on extensive research of psychologies, behavioural economics and neuroscience, Mark has successfully delivered sales mindset training around the world and trained blue chip companies including BT, Which?, CA Technologies and PwC.

Hertford Entrepreneurs Chairman, Isabel Sigmatic said: "I am delighted that Mark Williams agreed to be our guest speaker for the upcoming Hertford Entrepreneurs event. This event is aimed at all businesses and will be different from traditional skills training in that it addresses the mental side of sales work. The event is free to attend and entrepreneurs will need to register online to secure a space."

To attend the event entrepreneurs must register online at
www.hertford.gov.uk/hertford-entrepreneurs-network/
The maximum capacity for this event is 50, registration is essential.

Notes to Editor:

For further information on the event, please contact Melissa Reynolds on 01992 552885.
For further comments, please contact Isabel Sigmatic, the Hertford Entrepreneurs Chairman, on 07990 831107.
For further information on Mark Williams company, Sales-Mind, visit www.sales-mind.com