

MAKING THE CASE



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You've got the appointment.

You're on the calendar.

You've done your research.

But are you ready to *make the case*?

Get ready in a relaxed, conversational, and engaging program that will enhance your ability to Make the Case with customers, clients and managers.

Take-aways:

- 1 Learn how to think like a decision maker
- 2 Identify key issues to organize the content
- 3 Anticipate the questions

About ExecuSpeak Dictionary®

What looks like a series of books is actually a 21st century glossary toolkit. Paper books, e-books, and mobile applications put key terms within reach.

About Carol Heiberger

Author and Founder of ExecuSpeak Dictionary® and creator of its cross-platform services. Carol enjoys sharing her expertise and experience in finance, marketing, and strategy. Her career includes leadership positions with large multi-nationals, consulting projects with large and small businesses, and teaching MBA students, executives and adults. She received her MBA from Wharton.

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