

PAID TO PERSUADE - SELLING 101:

What you want to know about selling but are afraid to ask



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12 - 1PM
UNIVERSITY
CENTER 310**

ABOUT THE WORKSHOP:

This session will introduce the fundamentals of selling and explain why strong sales skills are essential for successfully launching and growing a business. Participants will learn a framework for structuring persuasive "selling conversations" that clearly communicate the value of their business idea.

The session will also provide practical tips on how to confidently present and promote your idea to potential customers, partners and investors, helping you effectively "sell" both yourself and your vision as an entrepreneur.