



January 24th

ADON RIGG

Vancouver Italian Cultural Center – 3075 Slocan Street, Vancouver - Noon

**Don't miss our first speaker
of the New Year**

Adon's philosophy is that no matter who you're selling to, from the CEO to the entry-level purchaser, all buyers are either directly or indirectly responsible for their Company's bottom line. He believes that the key to success is to learn how not to simply sell product, but to create value by impacting bottom-line results. To assist in the learning process, Adon has created **The S.A.L.E.S Formula™**, an acronym-based selling methodology that outlines the steps involved in his new Sales Process.