

***Conservation Selling Skills  
Workshop***

This 2 day workshop to  
enhance your  
**Conservation Selling Skills  
in the Minnesota River Basin**

Will be held

at the Best Western Hotel  
111 Range Street  
North Mankato, MN  
July 30 and 31

**OR**

Chippewa County Courthouse  
629 North 11 Street  
Montevideo, MN  
August 1 and 2

Both Sessions:

9 am-5 pm (Day 1)

8 am-1 pm (Day 2)

**Registration due by**

**July 20, 2007, send to:**  
Three Rivers RC&D  
1160 South Victory Drive, Suite 4  
Mankato, MN 56001

This workshop is brought to Minnesota  
with a grant from the McKnight  
Foundation and sponsored by Three  
Rivers RC&D with assistance from the  
Greater Blue Earth River Basin  
Alliance and Lac qui Parle-Yellow  
Bank Clean Water Partnership

Grant Committee Members:

Lisa Buckner  
Three Rivers RC&D Coordinator  
1160 South Victory Drive, Suite 4  
Mankato, MN 56001  
507-345-7418 ext 120  
Lisa.buckner@mn.usda.gov

David Bucklin  
Greater Blue Earth River Basin Alliance  
339 9th Street  
Windom, Mn 56101  
507- 831-1153 ext 110  
david.bucklin@mn.nacdnet.net

Mary Homan  
Lac qui Parle-Yellow Bank  
Clean Water Partnership  
600 6th Street  
Madison, MN 56256  
320-598-3319  
mary.homan@lqpc.com

Jamilah McCoy  
NRCS- Le Center Field Office  
507-345-7418 ext 5  
jamilah.mccoy@mn.usda.gov

***Conservation Selling  
Skills***

***In the Minnesota River  
Basin***

**July 30 and 31  
Best Western  
Hotel,  
111 Range Street  
North Mankato**

**August 1 & 2  
Chippewa  
County  
Courthouse  
Montevideo**

**9 am -5pm  
(Day1)  
8 am-1pm  
(Day2)**

## ***Conservation Selling Skills in the Minnesota River Basin***

**Monday & Tuesday, July 30 & 31**  
Best Western Hotel  
111 Range Street  
North Mankato, MN

**Wednesday & Thursday, August 1 & 2**  
Chippewa County Courthouse  
629 North 11 Street  
Montevideo, MN

### **Featuring**

**Chuck Hitzemann, the founder of Positive Growth International, a Virginia-based marketing and management consulting firm. Chuck is a personal coach and conducts workshops in selling skills, marketing and coaching. His career includes over 20 years with the agricultural division of the DuPont Company. He is the author of "What Makes Winners Win- The Five Attributes That will Make You a Success in Selling". Each participant will receive a workbook and signed copy of the book. Conservation Selling Skills is a training workshop for conservation district employees and partners. It's objective is to strengthen the participants' skills for effective advancement of natural resource conservation programs, services, and the message of conservation to landowners, managers, and other constituents. The workshop adapts professional selling skills to conservation stewardship situations. Each workshop is limited to the first thirty participants. The workshop includes a noon meal on day 1. Due to a McKnight Foundation Grant the price of the workshop has been reduced from \$200 to \$50.**

## ***Improving Your Conservation Selling Skills***

**Conservation Selling skills in the Minnesota River Basin Workshop will adapt profession selling skills to conservation stewardship solutions and situations. Participants will learn the following through presentations, discussions, and small group exercises:**

- 1. Steps in the buying process***
- 2. Client motivation factors***
- 3. Pre-call planning preparation***
- 4. Recognizing and dealing with behavior styles***
- 5. Questioning skills and Listening skills***
- 6. Presentation skills***
- 7. Dealing with client concerns***
- 8. Obtaining commitment/closing skills***
- 9. Follow-up practices***
- 10. Dealing with unsatisfied clients***
- 11. Organizational and time management skills***
- 12. Telephone skills***
- 13. Individual action plans***

Registration Form  
(Limited to the first 30 participants per site)

- Best Western Hotel,  
Mankato July 30 & 31
- Chippewa County Courthouse, Montevideo  
August 1 & 2
- Turkey  Roast Beef
- Ham  Special Dietary  
Needs

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

Payment due  
\$50.00 per person

Check Enclosed

Registration Deadline July 20, 2007

If lodging is needed please contact :  
Best Western Hotel, 111 Range Street North  
Mankato, MN 56001 (507-625-9333)

Sportsmen Inn, 611 West Highway 212  
Montevideo, MN 56265 (320-268-8889).

**Please mention the Conservation Selling  
Skills Seminar**

**Three Rivers RC and D  
1160 South Victory Drive, Suite 4  
Mankato, MN 56001  
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Lisa.buckner@mn.usda.gov**