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For immediate release

Sales, selling and success seminar

planned by WLU for Jan. 8 at 7 p.m.

Myths about selling as a career will come under attack at a free public seminar Jan. 8, 1981, at Wilfrid Laurier University.

Salespersons from a variety of fields--including retail, investments, radio advertising, promotions, insurance and corporate selling--will take part.

The session will be held at 7 p.m. in the main auditorium of the Frank C. Peters Building, at University Avenue and Albert St., Waterloo.

While the seminar is designed primarily for students of Wilfrid Laurier University interested in selling as a career, it will be open to all those in the community who might benefit from it.

"We realize that a sales career is not for everyone but it can be an excellent opportunity for many," said Marjorie Millar, manager of placement and career services at Laurier.

The speakers selected are primarily WLU graduates and include Rick Self of Moss Lawson and Company, Ltd.; Paul Cowley of Control Data Canada Ltd.; Cathy Rankin of Sears; Rob Asselstine of CFTJ Radio; Randy Foster of Mutual Life Assurance Company of Canada; and Kerina Elliott of Laurier's high school liaison staff.

Each speaker will address topics such as advantages and disadvantages, qualifications needed, working conditions, advancement opportunities and training programs.

An informal discussion period will follow the presentations.