

Free Webinar: Tues., July 28th @ 11 AM ET

## Why SELL Is Not a Four-letter Word



Hosted by  
Charles H. Green  
Founder

**TrustedAdvisor**  
[ASSOCIATES LLC]

in partnership  
with

**THE  
GET REAL  
PROJECT**

Hello,

Thank you for your interest in our July 28th webinar, *Why SELL Is Not a Four-letter Word*.

To review the webinar at any time, you can view the recording [here](#). You can also view past recordings and see the upcoming schedule on the same page.

Here are some resources to complement the webinar content:

- More on the 'big picture' view of trust-based selling: [Trust-Based Selling, Redux, ca 2018](#); [The Disconnect Between Short-Term Behaviors and Short-term Results](#); and [The Paradox of Selling, Simple and In Your Face](#);
- More on selected tactical ways to bring trust to sales: [Best practice for Opening a Sales Call: Bring a Risky Gift](#); [The Perfect Pitch in Sales](#); [What to Say When the Client Says Your Price is Too High](#); and [Cutting Edge \(Bad\) Digital Marketing](#);
- See how trustworthy you are by taking our free [Trust Quotient quiz](#);
- Listen to a podcast about [Business Development in the COVID-19 Pandemic](#);
- Review our [COVID-19 Building Trust in a Crisis](#) page;
- Read our eBook about [Selling to the C-Suite](#);
- Any of Charlie's books, [The Trusted Advisor](#), [The Trusted Advisor Fieldbook](#) (co-authored with our partner, Andrea Howe) or [Trust-Based Selling](#);
- Visit Trusted Advisor Associates' partner website (The Get Real Project) to view [Weekly Tips](#) on today's content (and much more).

Feel free to share the [recording](#) and [presentation slides](#) with colleagues.

For those who were able to join, we hope you enjoyed the experience. We hope to "see" you at the next one on [September 22nd](#)!

Please email [Tracey Del Camp](#) with any kudos or critiques. And don't hesitate to email or call us directly for any reason.

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