

## Introduction for Maura Schreier-Fleming

Why is it that people think that Real-World Selling is talking on the telephone and eating out a lot? If you're in sales you know you do so much more than that...Sometimes you golf! Seriously, real-world selling is one of the most challenging jobs to have. Our presenter, Maura Schreier-Fleming, President of Best@Selling (*pronounced Best At Selling*) will present 'Real-World Selling' so you can make your selling easier and more productive.

Maura works with business and sales professionals on real-world skills and strategies so they can sell more and be more successful in business. Her clients include MBNA, UPS and Chevron.

She writes the column 'Selling Strategies' for the Insurance Record and is the author of the book *Real-World Selling for Out-of-this-World Results*. Her audio CD on the Secrets of Persuasion and her book can be ordered at the trade show book store. She has appeared on radio shows across the country to discuss selling and business. Her articles on business have been published nationally and she has been quoted in *Selling Power* magazine and the *New York Times*.

Maura is an engineer by training and she hopes you won't hold that against her! While at Mobil Oil she was their first female Lubrication Engineer in the United States. After moving to Texas, she worked for Chevron where she was recognized as one of the top 5 salespeople in the country. She produced over \$9 million in sales her final year at Chevron.

Maura received her M.S. from Georgia Tech in Textile Engineering. She earned a B.S. from Cornell University in Textile Chemistry. And now for Real-World Selling.