

BUSINESS STUDENTS REFLECT ON IMPORTANCE OF “THE GOLDEN 120 SECONDS”

BRAINTREE, MASS (February 6, 2019) – How much time do you have to close the sale? Could it be just minutes or is it merely seconds? In this time of instantaneous gratification and rapid results, the art of the sale needs to be accelerated, but how is it done without making concessions?

Babson College students recently learned the importance of “The Golden 120 Seconds of Every Sales Call”, a book written by Peter Dennis, Senior Vice President of Business Development, Marketing & Retail Services at Liberty Bay Credit Union. The book, integrated into the Sales In Action class curriculum taught by Professor Vincent Onyemah, Associate Professor of Sales and Marketing, focuses on finding a personal sales style, how to gain the confidence needed to excel in the sales industry and how to avoid deal-breaking errors, such as distinguishing between, as Dennis states, “overconfidence sinking the deal, and confidence sealing the deal”. All in... “The Golden 120 Seconds”.

Students are taught how to favorably position themselves and their sales pitches, utilizing the limited time that is often presented in new business opportunities. Dr. Vincent Onyemah’s, extremely popular, Sales In Action course teaches how to concisely communicate value to perspective and future clients. Dr. Onyemah, teaches and conducts research on Professional Selling, Sales Force Management, Business Development and Marketing Management. The course educates students on how to best engage in the practice of selling, how to gain insight into the qualities needed to become a successful sales professional, and the rigors of professional selling as a career. Says, Onyemah, “Sales is a life skill, not just while selling.”

Onyemah and Dennis have previously collaborated for the course, with Dennis being a keynote speaker once students have read and reflected on the book.

###

Liberty Bay Credit Union strives to provide a better style of banking for all of eastern and central Massachusetts from offices in Braintree, Woburn, Hingham and Scituate as well as through their website and mobile banking application. Liberty Bay Credit Union offers an array of personal and business banking services, as well as providing community outreach and financial education. Please visit www.LBCU.org for additional information on products and services.