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Join us for great Networking, Continental Breakfast, and a Presentation

Topic:

Building a Trusted Business in a Cynical World

Speaker:

Charles H. Green

Founder & CEO, Trusted Advisor & Associates & Author

Charlie will speak about the Trust Equation and four Trust Principles, sharing his experiences regarding collaboration, the connection between trusting and being trusted, how trust drives down costs and why trust outsells any other sales technique.

Come and learn how to build a reputation as a trustworthy company, how to get people to listen and follow your advice, how to build trust and influence at the individual and organizational levels and how to use trust to drive revenue and profitability.

### About Our Speaker:

Charles H. Green, the founder and CEO of Trusted Advisor Associates, is a man who is passionate about crafting insights and ideas in ways that are memorable, and that allow people to change immediately. He specializes in commercial relationships where people in one organization get paid to persuade other people, within or outside their own organization. That includes sales, and it includes advice giving, both internal and external. With an MBA from Harvard and an undergraduate degree in Philosophy from he has been a consultant since 1976, working with more than a hundred diverse clients throughout his career.

Charlie has also authored Trust-Based Selling and The Trusted Advisor.

**Please note:** The first 40 paid registrants will receive a complimentary copy of Mr. Green's latest book, *The Trusted Advisor Fieldbook*.

*Register Early and Save!*

First Time Guests - Complimentary

Member of ACG *Early Bird* - \$40 (before February 25)

Member of ACG - \$65 (February 25 - February 28)

Non-member *Early Bird* - \$60 (before February 25)

Non-member - \$85 (February 25 - February 28)

*On line registration closes at noon February 27th*

*For your convenience registrations are being accepted on site.*

**Tuesday, February 28, 2012, 7:00 to 9:30 am**

**Stony Hill Inn, Hackensack, NJ**

*Cancellation policy: Full refund less 3% processing fee if cancellation received by 5:00 pm Friday, February 24, 2012*

**Visit [www.acg.org/nj](http://www.acg.org/nj) to register!**

**Email: [acgnewjersey@acg.org](mailto:acgnewjersey@acg.org) • Phone 855-224-6500**