

## Business workshop set

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The Westchester County Association (WCA) will team with Hospitality Resource Group Inc. on a new educational workshop series for business professionals that starts this month.

Called The Continuing Knowledge Series, the workshops are designed to help professionals navigate their companies through challenging economic times and prepare them to succeed as the economy recovers.

The first session, "Driving Sales During Uncertain Times," will be from 8 a.m. to 10:30 a.m. Tuesday, Jan. 12 at the Hilton Rye Town in Rye Brook. It will focus on how to keep sales teams motivated and productive despite the difficult economic climate and how they can maximize limited resources, energize relationships through understanding customers' buying styles and build creative sales strategies that will enhance bottom-line results.

Based in White Plains, Hospitality Resource Group (HRG) is a management consortium specializing in event planning, corporate training and marketing and brand management.

Future workshop topics include maximizing the sales process, enhancing team performance, navigating social networking and new media and maintaining customer loyalty and satisfaction.

WCA President William Mooney said the series was developed specifically on clients' recommendations and feedback to the business membership group. He said the sessions add to WCA programs and services for small-business owners, entrepreneurs and professionals, who represent the WCA's largest and fastest-growing membership category.

Robert Sanders, founder and CEO of HRG, said the goal of the workshops is "to provide business professionals with strategies, best practices and walk-away tools that they can go back to the office and implement right away."

The cost of the breakfast workshop is \$75 for WCA members and \$150 for non-members. For more information and to register, visit [www.westchester.org](http://www.westchester.org).