

Perth Amboy BID Presents Small Business Sales Training and Business Card Exchange on February 7

The BID is presenting a fast-paced program with Sales Coaching Guru Rocky Romeo, who is sharing five provide steps to quickly boost small business sales now.

PERTH AMBOY, NEW JERSEY, US, February 1, 2018 /EINPresswire.com/ -- The Perth Amboy Business Improvement District (BID) is presenting a fast-paced "Sales Training Seminar" that can assist small businesses with attracting new clients, boosting sales and increasing profits. The sales seminar, networking event and business card exchange will be held on Wednesday, February 7, beginning at 6 PM. Admission is free and pre-registration is required to attend the BID's sales coaching and networking evening to be held at La Terrazza Latina, 273 High Street in Perth Amboy.



Young professionals find that the Perth Amboy BID's networking events are a great place to build new business relationships.

Business professionals and company owners can register for the sales seminar at the [Eventbrite](#) event website by clicking to

<https://www.eventbrite.com/e/small-business-sales-seminar-networking-event-tickets-42045856288?aff=es2>

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Mayor Wilda Diaz

Perth Amboy [Mayor Wilda Diaz](#) said, “One of our City's key objectives is provide local companies with useful resources that can help their business thrive. The BID's sales program is going to present effective action steps that businesses can use to immediately enhance their selling methods. We encourage everyone in the business and professional

communities to join us the BID's first networking event for 2018.”

The BID's "Sales Seminar" will be facilitated by Rocky Romeo, who knows that selling is a relationship business and everyone can benefit from some new approaches to closing sales. Mr. Romeo has decades of experience in new business development, and he is uniquely qualified to help business owners and selling professionals achieve their sales and networking goals. During his career, Mr. Romeo has developed and implemented effective sales programs for such major national companies as Ford and Panera Bread and many local retailers in New Jersey.

Mr. Romeo says, "I have deep passion for helping Main Street retailers develop distinctly different images that will attract shoppers and generate significant sales."

Before the sales coaching begins, the BID is asking business professionals to complete a short questionnaire about their company and sales goals. Mr. Romeo will quickly review the contents and provide people with specific recommendations to instantly increase their sales.

The Sales Training Seminar can provide the following to company owners and business professionals who attend and submit questionnaires:

- Recommendations to immediately increase a company's sales
- Five proven steps to quickly move a small business forward now
- Ideas to cross-promote with neighboring businesses by forming marketing alliances
- Exclusive, free guide from Rocky Romeo that offers a step-by-step guide to turn around a business by producing more sales and profits
- Useful insights that can improve a company's performance, now.

BID Chairman Barry Rosengarten said, "One of our missions is to bring business owners and their teams together in a setting that promotes networking, sharing ideas and creating productive alliances. We're certain that everyone who attends will leave the sales training program with useful methods for energizing and growing their company. Take an important step to boosting sales by registering for this exciting evening focused on your business."

For regular updates about the [Perth Amboy BID](#), please visit the Facebook page. To get a complete overview of the business programs available from the BID, contact Executive Manager Junel Hutchinson at 732-826-0290, ext. 4048, or by email: JHutchinson@perthamboynj.org.

About the Perth Amboy BID

The Perth Amboy BID serves local businesses, property owners, the community and visitors by scheduling and presenting a year-long schedule of special events. The programs include business seminars, skill-building programs for employees, and such festivals as the Taste of Perth Amboy. The BID also provides façade grants to small businesses that make permanent improvements to their storefronts or buildings. In addition, the organization helps maintain and enhance the City's streetscapes by installing information kiosks, planters and directional signs as well as seasonal decorations.

The BID's Board meetings are open to the public. Business owners are invited to attend the BID's sessions that begin at 4 PM and are held on the second Tuesday of each month in City Hall.

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