

## Media Alert

**MEDIA CONTACT:**

Christine Powers  
855.909.6100  
cmp@sharonsayler.com

**COMPETITIVE EDGE COMMUNICATIONS EXPERT  
TO SPEAK AT ICF CONFERENCE**

**Sharon Sayler to Discuss Practical Approaches to  
Applying Nonverbal Communication to Your Sales Program**

PORTLAND, June 16, 2012 – Competitive Edge Communications, one of the country’s top consulting firms specializing in performance acceleration, announced today that Sharon Sayler, founder and lead consultant, will speak at the ICF Midwest Conference in Chicago on June 22, 2012.

Sayler will join top experts in sessions designed to reveal the latest approaches and best practices within the coaching industry. Sayler will detail proven trust-building methods that make the enrollment conversation more effective. She will discuss why current enrollment techniques often undermine the long-term relationship between coach and client.

A client’s decision to enroll is all too often based on their unconscious reaction to the coach. She will incorporate unique rapport-building skills to align a coach’s verbal and nonverbal communication for maximum effectiveness.

**Who:** Sharon Sayler, Founder, Competitive Edge Communications

**What:** Session: The Cash Conversation: How to Ask For The Sale Without Selling Out

(view full agenda [http://icf-midwestregionalconference.com/?page\\_id=1508](http://icf-midwestregionalconference.com/?page_id=1508))

**When:** Friday, June 22, 2012 at 3:30 p.m.

**Where:** Hilton Rosemont/O’Hare, Chicago

### **About Competitive Edge Communications**

Competitive Edge Communications is a consultancy providing a full range of performance acceleration and communication strategic services to corporations and high-achieving individuals. To learn more, visit [www.SharonSayler.com](http://www.SharonSayler.com) .