

Please join us for our June Speaker Event featuring:
Heidi Hamilton

Why Business Analysts Need to Learn to Sell

“Sales” and “selling” are often tinged with negative connotations and seen as dirty words. Like public speaking & politics, they can make people nervous and run in the other direction! However, to be effective business analysis professionals, we constantly need to persuade people that are not obligated to listen to us. From our stakeholders, to users, to development teams, and even to our own organizational leadership, it is an ongoing challenge inherently baked into our daily work. So, it would appear, we need to sell! *Appalled gasps of horror all around!*

In this talk, Heidi explores the differences between selling and influencing, and how building your sales skills can support the ability to influence stakeholders in your role as a business analyst.



Heidi Hamilton, MBA, FCMC is the founder & CEO of Priority Solutions. Applying 30 years of business success, Heidi has developed a full framework of change, sales and marketing processes, instruments and toolsets based on best practices which have been implemented with great success within various sectors and industries. She has an MBA in Management Consulting, a Diploma in Financial Management, and is the youngest CMC (Certified Management Consultant) to have the designation of Fellow, the highest award in her field. She is also a MacKay CEO Forum Chair, and past presenter at the Digital Strategy Conference.

- Registration:** Online at [Eventbrite](#)
- Date/Time:** **Thursday, June 27th, 2019 (6:00pm - 8:30pm)**
- Location:** **UBC Robson Square, Room C.130 – 800 Robson Street, Vancouver**
- Cost:** **\$5** for IIBA Vancouver Chapter Members; **\$15** for Non-Members
Membership details can be found at: <https://vancouver.iiba.org/chapter-membership>
- Refreshments:** Light dinner & beverages

*Special thanks to UBC Sauder Continuing Business Studies
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