

# Biz Dev Done Right with Caryn Kopp Highlights

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Caryn Kopp Autographs Books after Presentation

On Monday Jan 25, Nina McLemore hosted the FWA at her showroom for an evening of Caryn Kopp, Chief Door Opener® sharing her secrets to business development success. Caryn brought along and was signing her new book available on Amazon, called *Biz Dev Done Right: Demystifying The Sales Process and Achieving The Results You Want*. This is the second book Caryn wrote (the first was *The Path To The Cash®: The Words You NEED To Bypass Those Darned Prospect Objections*).

In *Biz Dev Done Right*, Caryn pinpoints the blind spots in the sales process which keep business owners, sales managers and sellers from the success they deserve. “Sometimes just small tweaks and changes to what you’re already doing well can lead to major increases in results. You just need to know which tweaks and changes to implement,” Caryn explains. Despite the record-breaking snowstorm, the showroom venue was just about packed and the audience eagerly listened to Caryn’s specific and actionable answers to

four critical business development questions:

- How can I get more sales?
- How can I meet more of the right prospects?
- How do I close sales in less time?
- Given challenging schedules, how can I fit business development into my crazy day?

The audience was captivated! Even those with many years of business development experience buzzed about the new tips they had learned from Caryn’s presentation.



In addition to learning from Caryn, FWA members and guests enjoyed time networking over a glass of wine and delicious array of cheeses and crudités – and, of course, trying on the beautiful clothing in Nina’s showroom.

Lee Wood supports granddaughter  
Lauren Wood at her first FWA event

**For more information, contact Caryn**

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FWA Entrepreneur Committee Co-Chair Diana Merenda (center) thanks host Nina McLemore (left) and special guest Lou Anne Flanders-Stec (right), head of CUNY’s Center for Student Entrepreneurship at Baruch College