

Refining your Sales Strategy:

Understand the Client Decision-Making Thought Process for BIG TIME SALES

The rules of the game have changed. It's a new economy. Clients are demanding more value and service than ever before and consistently give relentless pressure on price. They are taking more precious time to make even the most routine decisions for fear of a mistake. There is little doubt, the sales process has lengthened and more people are involved in reaching a decision.

So what is the smart business professional to do?

Only the sharpest business development efforts will yield desired results. If you struggle with longer sales cycles, lower dollar purchasing behavior, or confusing runaround, this workshop is for you.

WHAT YOU WILL LEARN:

- Avoid unpaid consulting
- The buyer-seller dance
- Required elements needed for making a decision
- Uncovering the motivation behind prospects action (or inaction)
- Using effective questioning techniques
- Getting in front of the right people, NOW
- Understand "No pain, No sale"

Keynote Speaker: Dan Philpot • Professional speaker, Sandler trainer

Date: Thursday, August 26, 2010

Time: 8:30 a.m. - 10:00 a.m.

Where: US VenturePlex, 7235 Bonneval Road, Jacksonville, FL 32256

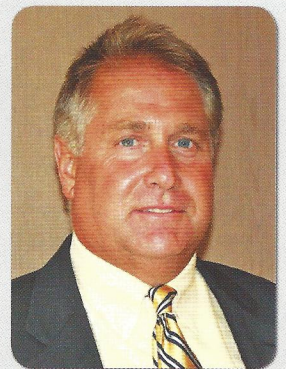
Cost: \$25; includes a light breakfast

Register: Online at www.advantagebizmag.com/events

or by phone at 904-704-5058

Limited space available

Corporate table of 6 is \$125, which includes premium position & tabletop sign



A 25 year veteran of the sales profession, Dan Philpot has led sales teams at Fortune 500 companies in Healthcare, IT and business equipment industries. As a partner in Sandler Sales Training, Dan marries real life experience with proven sales strategies used by top organizations worldwide.

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