



Printing Industry of Illinois PRESENTS: Sales Directors Breakfast Club



Wednesdays 8:30 AM to 10:30 AM
The Original Pancake House
7255 West Madison
Forest Park, IL 60130 (708) 771-5411

GREAT TRAINING! GREAT PRICE! (ONLY \$60. PER SESSION) PERSONAL SUPPORT! REAL DEVELOPMENT!

Learn powerful sales skills, **practice** techniques, and **exercise** your sales muscles to become a powerhouse of print and graphic arts sales.

This is not just a seminar! You won't just listen and leave! The **Breakfast Club** is a series of 5 HANDS ON workshops, which includes personal coaching between each session. You will learn, practice, execute your new ideas and then come back the next week for a review and the next step! With all five steps you'll be a PRO. This is for active sales people. Owners and sales managers will also find this very useful, but must come prepared to actively participate in the workshop.

WHY FIVE SESSIONS?

Sales skills development requires trial, error, adjustment, review, practice, repetition, and **TIME**.

About the Breakfast Club

For over 30 years, Sales Directors in Oak Park, IL has been the preeminent graphic arts sales training company in the U.S. With 4 published books, hundreds of industry seminars, and thousands of students, Doug Wyman and Linda Stanley know the Graphic Arts Business. Sales Directors interviews, trains, and places sales people in progressive Graphic Arts companies throughout the U.S.

SIGN UP FOR INDIVIDUAL SESSIONS OR ALL FIVE SESSIONS AT A DISCOUNTED RATE!

Pii member(s) at \$60. per session

Non-Pii member(s) at \$85. per session

Attendees say....

- I Love Voice Mail 2/3/10 "I got V.M. actions I can start using TODAY! Excellent instructor! Fun!"
- No More Cold Calls 2/10/10 "New, fresh ways to approach prospects. Great motivational system."
- Calling at High Levels 2/17/10 "I now understand my prospect! Strategic thinking, planning!"
- Overcoming Objections 2/24/10 "It works! Amazing training from real pros!"
- The Perfect 20 Minute Interview 3/3/10 "Teaches me to focus on the language of 'value' & 'benefits.' I can relax and listen to to my customers now!"

REGISTER FOR ALL 5 SESSIONS \$250. FOR PII MEMBERS (save \$50)

NON-PII MEMBERS REGISTER FOR ALL 5 SESSIONS \$375. (save \$50)

Name(s) _____ Company _____

Address, City, State, Zip _____

Phone _____ Fax _____

Attendee's e-mail address: _____

_____ Check (enclosed) Credit Card (circle one) MC VISA AMEX

Card # _____ Exp. Date _____

Name on card _____ Signature _____

No-shows and reservations not canceled 48 hours in advance will be billed full price. Substitutes are welcome. For more information contact Joanne Rock jrock@pii.org Phone (312) 704-5000 or Fax Registration to: (312) 704-5025 Mail payment to Pii 70 East Lake Street, #430, Chicago, IL 60601-7647 Attn: Joanne Rock

The PII Breakfast Club Menu

Breakfast & Workshop begins at 8:30

Wednesday, February 3, 2010, 8:30 am – 10:30 am “I LOVE VOICE MAIL!”

And you will, too, as you learn to turn voice mail into **YOUR** marketing tool. You will receive a tried and tested 5 hit voice mail script that:

- Lets you inform the client of your “unique competence”
- Directs their attention to your letter of introduction
- Creates interest in your company
- Promotes the “benefits” of working with your company
- Develops a series of useful action steps that will advance the sales process

Get voice mail on **YOUR** side! Practice for telephone sales success!

Wednesday, February 10, 2010, 8:30 am – 10:30 am “NO MORE COLD CALLS”

Tired of cold calls? Then stop making them! Gathering information should be fast, easy, pleasant and totally without stress for your new prospect.

- Learn to do Internet research to pre-qualify a “suspect”
- Find out **who** you must see: for **high level meetings**, for **creative planning**, for **final decisions**
- Personalize the selling points for each prospect’s business
- Get a look at their printed materials
- Tailor your presentation for each of the top three people you must see to be successful
- Look and listen to yourself as you conduct this crucial sales step

*It’s not so much what you say, but what you **MUST NOT SAY** if you want to gather useful information.* Come learn how you are slamming the door in your own face when you approach new prospects.

Wednesday, February 17, 2010, 8:30 am – 10:30 am “CALLING AT HIGH LEVELS”

Discovering the people who can say YES, and what they want to talk about. Discuss the ‘overall picture,’ the ‘future plans,’ and form an ‘alliance’ with owners, VP’s, and managers. Show them how both firms can benefit far beyond an individual print job. Come learn to:

- Understand the marketing needs of business prospects
- Determine who truly needs and uses your services
- Write letters, e-mails, & faxes that impress your prospect
- Identify and verbalize the BENEFITS the owner is looking for
- Build a powerful position for you & your company

Wednesday, February 24, 2010, 8:30 am – 10:30 am “OVERCOMING OBJECTIONS”

Play ball! When the objections come do you run away? Argue? Talk too much? Make things worse? Let’s learn to play this game. You will practice responding to:

- The top objections to setting an appointment
- Attempts to send you away empty-handed
- An opportunity to negotiate
- Problems and difficulties you encounter regularly

Wednesday, March 3, 2010 8:30 am – 10:30 am “THE PERFECT 20 MINUTE INTERVIEW”

You have one meeting, one chance to get “on board” with this client. Prepare! Practice! Know what you want to achieve! You will receive a meeting preparation work sheet to help as you:

- Research your “fact/question” technique
- Get the information **YOU** need to sell this client
- Find agreement to move ahead with this client
- Present the ‘benefits’ that will convince this client
- Propose a future strategic working relationship
- Participate in practice sessions with role-players in various capacities. You will learn to focus, save time, and stay out of trouble so you get to come back again and do business.

**BREAKFAST CLUB SERIES will be located at: The Original Pancake House
7255 W. Madison Forest Park, IL 60130**

For questions about our programs contact Doug Wyman, doug@salesdirectors.com, (708) 383-4038