



Print Sales 2010

A COMPREHENSIVE FIVE DAY COURSE RUN ACROSS FIVE WEEKS

Close more sales - more efficiently

Part of the *Printing Industries* National Business Development Program

Commences Friday 23rd April 2010



Printing Industries Association of Australia
25 South Parade Auburn, NSW, 2144

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Print Sales Course

A PRINTING INDUSTRIES ASSOCIATION OF AUSTRALIA INITIATIVE

Improve your sales results...

How can you improve your current sales results?

- How do you separate yourself from other sales reps, so clients WANT to see you?
- How do you build trusting relationships, quickly?
- How do you manage objections - even the ones that aren't directly stated?
- How do you close more sales, more efficiently?

Who should attend?

Any person whose role requires selling products and services effectively, with the aim of building profitable long term business. This comprehensive programme is suitable for the novice sales person and also the experienced sales professional intent on improving their performance.

Benefits of the Print Sales Course

- More revenue from more sales
- Greater profit on most jobs because you're not selling on price alone
- Increased productivity through better organisation and by closing sales quicker
- Less reprints & delivery hassles
- Higher percentage of retained clients

The *Printing Industries* Print Sales course is designed to assist sales staff in looking through the clients eyes, prepare an individualised approach, build trust and discover the real buying motive, correctly handle any objections and close more sales.

Assessment

Assessment for the course is both written and practical. Role-plays are recorded to video, to see the participants in action and to assess their progress.

Course Documentation

A comprehensive training manual and workbook is provided. These materials provide an excellent source of reference for later use on-the-job.

What the course covers:

- Making the first call: Four steps to a first order; Seven possible results of a call.
- Individualise your approach: Analyse your client's behavior; The power dynamic; Adapting your procedure to the prospect.
- Exchanging Ideas: Classification of buyers; Talking the prospect's language.
- Cultivating the customer: Planned sales representation; Information about a customer's business; Maintaining contact; Proving you are the right printer for the job.
- Submitting proposals: Six steps in preparing and submitting a proposal.
- Handling objections: Objections as a better guide to selling.
- Meeting competition: The four levels of competition; Enlarging opportunities; Creative techniques.
- Getting the order: Buying signals; Five tested ways to close sales.
- Major account development: Making yourself part of your customer's organisation.
- Personality and behavioural profiling: Helping you understand each client better so you can target their needs and avoid their turn-offs.
- Insights to yourself and what may be working against you.
- Continued selling: Where to go from here.

Course Details

Dates: 23rd, 30th April and 7th, 14th and 21st May 2010

Time: 9:00am - 5:00pm

Venue: Printing Industries Association of Australia
25 South Parade, Auburn, NSW, 2144

Parking: Onsite parking is available

Cost: (incl. GST) Members \$2,150.00, Non Members \$2,650

Early bird special: Registrations received before 16 March receive a 10% discount!

RSVP: Closing date for registrations 9 April 2010



ABN: 84 720 646 451

Registration Form

Print Sales Course 2010

This registration form will automatically serve as a tax invoice once payment has been received

Name:

Position:

Company:

E-mail:

Street Address:

Suburb: State: Postcode:

Phone: () Facsimile: ()

Mobile:

Credit Card Payment (Please tick):

VISA MasterCard Amex Diners Club

Card Number:

Expiry Date: Total Order Amount: \$

Cardholder's Name Signature

Please return with payment to Printing Industries Association of Australia - Sydney NSW



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