

HOW TO GET THE JOB AT YOUR PRICE

-Sales and Marketing Seminar-

Tired of the bidding race and cutting your price to get the job?

This seminar will teach you to sell the value of your company rather than defend the cost of your work. The program emphasizes professional sales and marketing strategies that you can put to immediate use to avoid the price shopping rat race. Ideal for anyone who sells or presents your company to customers, including owners, estimators, salespeople, and service and office managers.

Topics Covered:

- ◆ **Understanding Selling Basics**
Involve all the roles in your business in selling your image
- ◆ **Building a Value Image**
How everyone in your business sells your image
- ◆ **Getting the Customer to Pick You**
Close the deal
- ◆ **Creating Effective Messages and Literature**
Communicate more effectively with the customer
- ◆ **How to Build a Market Plan**
Develop a sales plan that will help you grow into the future
- ◆ **Developing Point of Sale Professionalism**
Make the first impression count for you
- ◆ **Overcoming the Most Common Objections**
Build trust with the customer
- ◆ **Basics of Cost Effective Advertising**
- ◆ **Target to get the most for your advertising dollar**



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PROOF Management instructors are experienced industry speakers who have taught hundreds of these programs and published numerous articles on these issues in top trade magazines.