

# SELLING & MARKETING CONSTRUCTION PRODUCTS AND SERVICES

## -Sales & Marketing for Distributors & Manufacturers-

Are your contracting customers getting what they want from you?

This program is targeted toward anyone who sells to contractors and other service businesses. Today's sales professionals must go beyond social relationships with customers, to develop mutually beneficial professional alliances. Sales managers, inside and outside salespeople, and business owners will benefit strongly from this hard-hitting and thought-provoking look at your relationship with your contracting customers.

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### Topics Covered:

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- ◆ **Relationship vs. Consultative Selling**  
Generate business partners who are more than buddies
- ◆ **Targeting Your Marketing Area**  
Cultivate the full potential of your selling environment
- ◆ **Understanding Buy Chains**  
Determine how your products and services fit into the decision-making process
- ◆ **Customer Service vs. Sales Roles**  
Establish employee responsibilities and clearly identify the purpose of the sales team
- ◆ **Learn What Business Owners Want From Representatives**  
Deliver what the customer needs and build value
- ◆ **Competing in the Changing Marketplace**  
Adapt constantly to survive and succeed
- ◆ **Developing Strategic Business Partnerships**  
Differentiate between servicing your customers and partnering with them
- ◆ **Identifying Market Trends**  
Recognize shifting demand and buying influences
- ◆ **Sales Strategy, Positioning, and Conversational Logic**  
Plan ahead to work from your strongest advantages



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