

ACEC Seminar: NON-TRADITIONAL SALES STRATEGIES IN A HIGHLY COMPETITIVE MARKET



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Connecticut



Have you or your people ever encountered the following problems while dealing with clients?

- Your enthusiasm leaves your prospects cold.
- They resist your selling points.
- They fight you on price.

• And even when you think you have them sold, “something

comes up” and they slip away.

The problem boils down to one statement: prospects are on to you! Pass out business cards and literature! Overcome objections! Fight for a contract! Use the latest closes! They are not bad strategies ... just OLD strategies. And today as you may have secretly suspected ... they actually hurt your sales!

There is a better way! Now take advantage of an opportunity to learn powerful new selling techniques ... techniques that fly in the face of conventional selling wisdom.

Faculty: Christopher Socha, Partner/VP, Sandler Training/TEM Associates, Inc. Chris is an experienced trainer of sales and marketing professionals. He has success in training engineering professionals.

HERE IS WHAT YOU WILL LEARN...

- How traditional sales techniques turn you into an “Unpaid Consultant”
- How to take control of a negotiation or sales situation (without being pushy!)
- Why selling “Features and Benefits” may be costing you business!
- How to deal with “I want to think it over!” The secrets to shortening your sales cycle
- How to win the business, even when the competition’s price is lower

Thursday, March 3, 2011

8:30 AM to 10:00 AM

ACEC/CT

460 Smith St, Ste K

Middletown, CT 06457

Registration: \$50 per member, \$75 for non-members

2.0 PDHs (Not authorized for NY State)

Please mail, fax or call in your reservation by Tuesday, January 25, 2011

Names: _____

Firm: _____

Amount Enclosed: \$ _____ Payment by check enclosed or MasterCard or Visa

Account Number: _____ Exp. Date: _____

Cardholder’s Signature: _____

Cardholder’s Address: _____ City: _____ State: _____ Zip: _____

Please call, send or fax your registration form to: ACEC/CT, 460 Smith St, Ste K, Middletown, CT, 06457, phone 860.635.5522, ext 101, fax 866.668.9858, email pbrady@ctengineers.org .