

Dave Fellman's PRINTING SALES CLINIC



Dave Fellman has trained and coached hundreds of printing salespeople!

Two Days Of INTENSIVE SALES TRAINING, specifically designed for entry-level and intermediate-level printing salespeople

Entry Level

Less than 6 months of experience. Dave Fellman's Sales Clinic will ensure that your new salesperson gains solid fundamentals and gets off to a good start!

Intermediate Level

One to three years of experience. Dave Fellman's Sales Clinic is the perfect training and motivation program to get your underachiever on track!

Friday and Saturday, February 1-2, 2008

Tuition: \$495 per attendee covers the entire educational program, as well as lunch on both Friday and Saturday.

Call Dave Fellman at 800-325-9634 for more information

Chicago Area Location:
Best Western/ORD
10300 West Higgins Road.

To learn more about Dave Fellman's products and services, visit www.davefellman.com

(where you'll also find a complete, free-access archives of all of the articles he's written for printing industry trade magazines over the years.)

Use This Form To Register

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ e-mail _____

Check Attached Please charge my AMEX Visa Mastercard

Name as it appears on card _____

Card No. _____ Exp. Date _____

Signature _____ CHICAGO

Name(s) _____

Register Early! Space Is Limited!

Mail To: DF/A, PO Box 445, Cary, NC 27512 FAX: 919-363-4069 (For Credit Card Registrations Only)

Checks Payable to: David Fellman & Associates Full Payment Must Accompany Your Registration



Hotel Information

The Best Western/Chicago O'Hare is located at 10300 West Higgins Road. (The hotel is approximately 2 miles from O'Hare Airport, and they run a shuttle to and from the airport.) Make your room reservations directly with the hotel at 847-296-4471, and be sure to tell them you're with the David Fellman & Associates group, which will qualify you for a room rate of \$80.96 plus tax. NOTE: The Sales Clinic Tuition covers lunch on both Friday and Saturday.

Dress Code

The dress code for the Sales Clinic is casual. We'll be putting in long hours, and we want you to be comfortable in order to maximize your learning experience.

Agenda Issues

As you'll see from the agenda, we will take several breaks during the course of each day. The breaks may begin earlier or later than planned, depending on our progress through the material, but we will maintain the 15 minute duration (with the exception of a 45 minute lunch break.)

Dave Fellman's Sales Clinic

Friday Session Agenda

8:00 AM – 10:00 AM

Basic Issues

What Drives The Buying Decision?
The Printing Sales Knowledge Base
Suspects, Prospects and Customers

10:00 AM – 10:15 AM

Break

10:15 AM – 12:00 Noon

Time Management

Real World Planning Skills
Prioritization Skills

12:00 Noon – 12:45 PM

Lunch

12:45 PM – 2:00 PM

Prospecting

Research Component
Approach Component

2:00 PM – 2:15 PM

Break

2:15 PM – 4:00 PM

Prospecting (continued)

Qualifying
Follow-Up Strategy

4:00 PM – 4:15 PM

Break

4:15 PM – 5:30 PM

Winning At The Quote & Order Game

Quote Presentation Strategy
Knowing When Not To Quote

Saturday Session Agenda

8:00 AM – 10:00 AM

Initial Obstacles and Objections

Dealing With Voice Mail
"I Don't Have Time To Talk To You"
"We're Happy With Our Current Printer"

10:00 AM – 10:15 AM

Break

10:15 AM – 12:00 Noon

Face-To-Face Selling Skills

Fact Finding Questions
Opinion/Opportunity Finding Questions
Qualifying Their Problems And Presenting Your Solution

12:00 Noon – 12:45 PM

Lunch

12:45 PM – 2:00 PM

Second-Stage Obstacles and Objections

Handling Price Objections
Getting Back In Front Of The Buyer

2:00 PM – 2:15 PM

Break

2:15 PM – 4:00 PM

Goalsetting and Achievement

Establishing Sales & Earnings Goals
Converting Goals to "Action Standards"

Expectations

You should expect a pretty intense two days of learning! The agenda will combine lecture, discussion, written exercises and role play, giving you the opportunity to learn new skills and the opportunity to practice them. We'll provide you with a workbook, so you need not bring any other materials. You'll also have the opportunity to meet, observe, and share with other salespeople, all at about the same place in a printing sales career.

Questions? Contact Dave Fellman at 800-325-9634 or dmf@davefellman.com.