



## Counter Sales Skills: Becoming an "A" Player Counter Professional

**November 18, 2008, West All Suite Hotel 5400 Dixie Road,  
Mississauga ON**

**November 20, 2008, Executive Inn Hotel & Conference Centre,  
4201 Lougheed Hwy., Burnaby, BC**



**About our speaker,  
Rick Johnson, Ph.D.**

**Rick Johnson** knows a little about success. Starting out on the ground floor, Rick spent the first 10 years of his career employed by the largest steel distributor in the world. Then challenging himself to take what he had learned and forge a venture of his own, he built a \$25 million wholesale distribution business in less than 10 years (before earning a college education!). Deciding to succeed on the industrial front lines and in the classroom, Rick went after his bachelor's degree at 40, his MBA at 50, and his Ph.D. in Business Strategy at 58.

Rick has become the "go to" guy for maximizing profits because he's been there, done it all, from the mailroom to the boardroom, and has the experience and the knowledge to prove it!

Counter sales representatives build, create, and manage customer relationship equity. These relationships are different than those developed by field sales but they are critical to distributor success in a competitive marketplace. It's not enough to achieve some or even most of your customers' expectations—your objective is to *meet them all*. Defining an "A" player is not difficult, if the focus is meeting customer expectations and striving for service excellence. These objectives require specific skill sets; one of the key factors of success is building relationship equity.

Nowadays, customer service personnel must be problem solvers able to generate solutions for customers in their time of need. Therefore, they must possess a great deal of knowledge about your customers' business. *They must actually define what those needs are because the customer may not know.*

### Topics covered include:

- Defining the Counter Conundrum
- Defining Your Role
- Customer Expectations
- Price vs. Cost
- Relationship Equity
- Profile of the "A" Player Counter Professional
- The Value Proposition
  - \* Up Selling
  - \* Suggestive Selling
- Merchandising
- Dealing with angry or demanding customers
- Communication Skills

"Counter Sales Skills: Becoming an "A" Player Counter Professional" will teach participants how to create relationships with customers and will set the stage for the development of "A" player habits. Participants will learn how to demonstrate comprehension of customers' problems and provide solutions. This comprehensive workshop will deliver the tools that counter service people need to understand their customers "pain" and to "take it away."

### Who Should Attend?

- Counter Sales Persons
- Service Technicians
- Inside Sales Persons
- Delivery People
- Receptionists

### Registration:

EFC/S&D/CIPH/AEA Members: \$375 per person + applicable tax

Non-Members: \$395 per person + applicable tax

Sponsored by:



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### Past participants say:

"Rick's energetic style helped to refocus and re-energize our customer service/inside sales personnel... his program created a win-win outcome for the company, its employees, and our customers."

"I couldn't give you a 10—nobody gets a 10—but you are easily a 9.5!"

"A really good, 'down-to-earth' presentation. Don't ever give up that style! I learned a lot."



Partners in Distribution Excellence

### Counter Sales Skills:

### Becoming an "A" Player Counter Professional



INDICATE LOCATION:  November 18, 2008, Mississauga, ON  
 November 20, 2008, Burnaby, BC

#### Please complete or attach business card:

Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Please indicate membership (if applicable):  S&D/EFC  CIPH  AEA/OTHER

#### Workshop Registration Fee:

- Members: \$375 per person, plus GST (5%) = \$393.75
- Non-Members: \$395 per person, plus GST (5%) = \$414.75

GST # 13951 4228

Workshop fees include: continental breakfast, refreshment breaks, luncheon, program materials, and a certificate of completion.

#### Payment Options:

- VISA  MASTERCARD

Card No: \_\_\_\_\_ Exp: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

#### Four Convenient Ways to Register!

1. Online at: [www.pide.ca](http://www.pide.ca)
2. Email: [registration@pide.ca](mailto:registration@pide.ca)
3. Fax this completed form to: 905-602-5686
4. Mail this completed form to: Partners in Distribution Excellence  
5800 Explorer Drive, Suite 200, Mississauga, ON L4W 5K9

For additional information, please contact: Kathryn Cosgrove at (905) 602-8877 Ext. 282, or [kcosgrove@electrofed.com](mailto:kcosgrove@electrofed.com).

**Substitution/Cancellation Policy:** To receive refunds, cancellations for the Mississauga workshop must be received in writing no later than November 4th, and for Burnaby, November 6th. We regret that we are unable to issue refunds for cancellations received after these dates. All substitutions will be granted until the day of the event.