

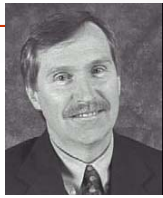


SUCCESSFUL SELLING FOR INSIDE SALES

November 22, 2007

8:30 am - 5:00 pm

Toronto, ON



Frank Foster
Frank Foster & Associates
Member of Canadian
Training Network

Frank specializes in helping organizations reach their objectives by working to develop training solutions. He specializes in consultative selling and has worked with organizations in Canada and the United States to maximize their potential and results. He has over 25 years of experience in sales and marketing, and has worked with colleges, universities, distributors, manufacturers, service companies, and associations in developing and delivering performance-improvement programs. He is able to combine his years of experience with current selling techniques to provide clients with custom solutions to solve today's most complex sales and marketing problems.

Everyone sells to someone! We all have to serve either external or internal customers. The skills required to serve either group are the same. This workshop focuses on the skills required to succeed in today's ever changing environment.

Successful Selling Skills for Inside Sales™ is an in-depth training program specifically for inside salespeople who work as a team with outside salespeople. Participants learn to provide quick responses to quotes, cross-sell, negotiate and acquire new business. The Selling Process helps pre-call planning and improves sales consistently. It will help both outside and inside selling staff to work in harmony for synergistic results.

Topics covered include:

- The Effective Sales Person
- Planning - Know What to Sell
- Better Communication
- Developing New Customers from Old - Sales Strategies that Work
- 5 Common Human Factors
- The Sales Process
- Selling Benefits
- Inside Sales Tips

This one-day course will help get sales teams on the same page and establish a common language company-wide. It is designed to provide selling skills for inside sales, customer service, showroom/counter, parts and service or product specialists. Once completing this high-involvement workshop, sales teams will become sales-oriented with a customer focus.

Who Should Attend?

- Counter Sales Persons
- Inside Sales Persons
- Delivery People
- Service Technicians
- Quotation Department Personnel
- Receptionists

Registration:

EFC/S&D/CIPH/CHRAW/AEA Members: \$259 per person + applicable tax

Non-Members: \$299 per person + applicable tax

Sponsored by:



Supported by:



Past Participants say:

"Excellent workshop, highly recommend it."

"I enjoyed the entire day!"

"I enjoyed the challenge to think of fun ways to grow our business."

"Frank is informative, pleasant and entertaining."



Partners in Distribution Excellence

Supported by:



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Stage West All Suite Hotel

5400 Dixie Road

Mississauga ON L4W 4T4

Room Rate: A block of guest rooms have been reserved under PIDE at a special rate of \$125 for a single or double room, plus applicable taxes. Please call the hotel directly at 905-238-0159 or toll free at 800-668-9887.

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 CHRAW CIPH AEA/OTHER

Workshop Registration Fee:

Members: \$259 per person, plus GST (6%) = \$274.54

Non-Members: \$299 per person, plus GST (6%) = \$316.94

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

2. Email: 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: Jelena Hierman at (905) 602-8877 Ext. 286, or jhierman@electrofed.com.

Substitution/Cancellation Policy: Cancellations must be received *in writing* no later than November 8, 2007 to receive a refund. We regret that we are unable to issue refunds for cancellations received after November 8, 2007. All substitutions will be granted until the day of the seminar.