

## Learn How Your Company Can Sell it's Way Through the Down Economy

and arrive stronger and more profitable on the other side

A series of our Webinars by Dave Kahle

### **Webinar #1: How to increase market share by focusing your sales efforts**

For principals and sales executives April 7, 2009 3:00 – 4:30 PM Eastern

You'll gain a practical understanding of how to find the potential in this market and how to direct your sales force to it. You'll end up with a specific action plan to guide your efforts.

### **Webinar #2: How to restructure your sales system to gain market share**

For principals and sales executives April 14, 2009 3:00 – 4:30 PM Eastern

You'll gain a practical understanding of your sales system, start to create a specific new offer, and gain an approach to revising two key components of your sales system: your sales compensation plan, and your view on the job of the outside sales person. You'll put all this together into a specific action plan.

### **Webinar #3: How to improve the performance of your sales force**

For principals and sales executives April 21, 2009 3:00 – 4:30 PM Eastern

You'll gain a practical understanding of how to change the behavior of an established salesperson, how to upgrade their skills, and how to add new salespeople to the mix. You'll create a specific action plan.

### **Webinar #4: How to survive and thrive by selling smart in a difficult economy**

For salespeople and sales managers May 1, 2009 3:00 – 4:30 PM Eastern

Salespeople will understand the specific practices and processes they can use to grow their sales in this difficult economy.

**How Your  
Company  
Can Sell Its  
Way  
Through  
the Difficult  
Economy**

A series of  
webinars  
by Dave Kahle

#### Registration Information:

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_  
(Zip Needed to process credit card)

#### ASA Member Fee

\_\_\_\_\_ Register for **Webinar #1** @ \$76.

\_\_\_\_\_ Register for **Webinar #2** @ \$76.

\_\_\_\_\_ All four **Webinars** for \$280.

\_\_\_\_\_ Register for **Webinar #3** @ \$76.

\_\_\_\_\_ Register for **Webinar #4** @ \$76.

(Multiple site discounts available @ 800-331-1287)

#### Payment Information:

Credit Card: MC/Visa/AMEX (Circle one)

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please FAX completed page to 616-451-9412.