

**Crushing Price Objections!
Hold the Line on Prices
Presented by Tom Reilly**

Webinar #15411 held on Monday, April 20, 2009

1:00 p.m. – 2:30 p.m. (Eastern)

Education from the Comforts of Your Office!

Simple to access - live training session, with visuals delivered via the Internet, and audio delivered via telephone (participating sites also receive hard copy of visuals).

What You Will Learn

Price resistance is the dominant objection salespeople encounter on a daily basis. Crush Price Objections is designed to offer salespeople immediate relief from this problem. This how-to, practical, street-smart webinar teaches salespeople how to persist when buyers resist. This training approach facilitates skills transfer: preparing to sell in a price-sensitive market, avoiding price resistance, and responding effectively to price objections.

The Bottom Line:

Salespeople will learn how to present price more confidently. They will outsell the competition. And, they will negotiate better deals!

About Tom Reilly

Tom Reilly's pioneering work in Value-Added Selling has earned him the global reputation as the foremost authority on the topic. In his first year with Mallinckrodt Chemical Works, he was their top salesman. He then started his own successful chemical company. Tom is president and founder of Tom Reilly Training.

Tom holds a B.A./M.A. in Psychology. He spent four years in the United States Army. He is a Certified Speaking Professional (National Speakers Association designation signifying achievement through a proven record of speaking experience.) He is also the author of ten books, over two hundred articles, forty audiocassettes and compact discs and a video series.

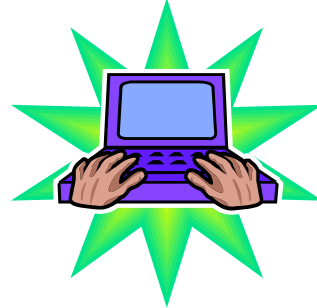
Tom annually speaks to thousands of salespeople, managers, and other employees on increasing their value to the company and to the customer. His motto is simple:

"Add value, not cost! Sell value, not price!"

What If you are Unavailable on this Date?

If you are unavailable to participate in this webinar, you may purchase an audio-CD and handouts or an on-line audio recording and handouts, available for up to 30 days, of the live presentation for \$149 USD. To purchase the material, please contact KRM directly at 1-800-775-7654.

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**Call KRM Information Services at 1-800-775-7654
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Let them know you are a CIPH Member!

-OR-

Register online at

http://online.krm.com/iebms/reg/reg_p1_form.aspx?oc=10&ct=0017221&eventid=15411

** If you are an international registrant, there will be additional phone charges. Please call KRM Information toll free at 800-775-7654 or 715-833-5426 for more information.*

Once registered, KRM will provide complete instructions on how to participate via the Internet and telephone.

**Questions? Contact s.apps@ciph.com or (416) 695-447.
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