



INCREASING YOUR SALES REVENUE

A Seven-Part Webinar Series

Presented by *Leslie Groene, Groene Consulting*

\$65 per company per computer hookup
12:00 Noon – 1:00 pm

There are **ONLY** two ways to grow your company or your book of business:

1. Sell more solutions/products to existing customers OR
2. Find, develop relationships and sell to new prospects

In the upcoming webinar series our speaker, Leslie Groene, Groene Consulting will address these ways to maintain and increase your sales revenue. Learn new sales strategies, refresh your sales strategies, and refresh your sales skills with these DYNAMIC webinars that are focused on increasing your sales volume. Today...we need to become consultants and provide resources for our clients and prospects... NOT a transactional salesperson that just takes orders.

Starting Wednesday, June 27th you will have the opportunity to take advantage of this great and dynamic series of webinars. For **ONLY** \$65, per company, per computer hookup and one hour of your time you will learn a number of ways to increase sales from existing customers and gain new customers. Sign up TODAY, and take advantage of the webinar series - Increasing Your Sales Revenue.

To register for any or all the webinars, call Rose Dorado at (323) 728-9500 Ext. 231 or email rose@piasc.org.

PIASC



RECYCLABLE
RENEWABLE
SUSTAINABLE

JUNE 27

Goal Setting and Planning

- Learn the difference between a vision and a goal
- Creating a plan that includes actionable steps
- Making sure your timeline aligns with your goal
- Using what we can control to achieve our goal
- What holds you back?

JULY 11

Asking the Right Question and Overcoming the Objections That You Know Will Come!

- Start the questions with one of seven words!
- Decide prior to the conversation what you are trying to accomplish
- There are only 6 1/2 objections-know what your responses need to be
- Anticipate which objections you will receive

JULY 25

Sell More Solutions to your Current Customer Base

- Being their trusted 'print' partner
- Maintaining and building relationships
- Overcoming objections
- Understanding your clients' needs
- Building a compelling value proposition

AUGUST 8

How to Get that First Appointment

- Voice mail strategies
- Develop a sales cycle for each account
- Yes... a script is still relevant
- How to get to the C-Level decision maker

AUGUST 22

Discover What Kind of Presentation to Deliver and How to Deliver the Presentation

- Do you have the right people in the room?
- Should the presentation be a lunch & learn; a meet & greet; PowerPoint with leave behinds?
- Leave behinds should be just that
- Discover the do's and don'ts of a winning presentation

SEPTEMBER 12

Manage the Relationship NOT Just the Project

- What do clients really want in a provider?
- Why clients stop buying from you
- Getting to the decision maker
- Statistics about clients and what drives them away... make sure you are aware of how your service and attitude affects your clients!

SEPTEMBER 26

What it Takes to Make it!

- Desire
- Ability to Adapt
- Team Player
- Focused
- Persistence
- Believe in Yourself