



The Habit of Selling™

November 30 - December 2, 2005

Dayton, OH

A convenient and cost-effective way to train and develop new and veteran sales people.

Interactive Sales Training Seminar

Just like professional athletes, Sales Professionals require ongoing practice and training in order to succeed. Sales managers who understand this critical concept believe in providing their salespeople with opportunities to acquire new skills, increase productivity and reach their goals.

Sales Professionals will learn how to document their organization's value-added services and sell them to their customers. With the help of the logical and systematic "5 A's Selling Process," attendees will work on a target account of their choice to gain practical, hands-on tools for better face-to face selling.

Network with Distributor Sales People from other Industries

SHDA is co-sponsoring this sales training event with the Association Education Alliance; which is a collaboration of distributor associations that work together to provide training and networking opportunities for its members. This is your opportunity to meet and network with other distributor sales professionals from a variety of different industries. (See list at right.)

What Will You Learn?

- Relationship building
- Active listening
- Benefit selling
- How to sell the value-added of your dealership
- Overcoming price sensitivity
- Pre-call planning
- Presentation skills
- Methodology to answer objections
- Closing techniques
- Actual practice using role-playing

How Will You Apply this Sales Training in the "Real World"?

You will be asked to come to the seminar with a real-life target account to practice with during the session. Throughout the 2 1/2 days you will pre-call plan for this account as you learn from the material, lecture and interaction with other sales people. You will have the opportunity to role-play your target account at the end of the event.

What Tools Will You Receive?

- Complete Work Binder
- Feature and Benefit worksheets
- Answer Objections worksheets
- 5A's Pre-call planning tool
- Follow-up measurement system

What is the Agenda?

Wednesday, November 30	8:00 a.m. - 5:30 p.m.
Thursday, December 1	8:00 a.m. - 5:30 p.m.
Friday, December 2	7:45 a.m. - 1:15 p.m.

Questions?

Call SHDA at (215) 564-3484 or email shda@shda.org

Learn while Networking with Distributor Sales Professionals from a variety of Industries

- American Supply Association
- American Veterinary Distributors Association
- Association for High Technology Distribution
- Aviation Distributors & Manufacturers Assoc.
- Canadian Institute of Plumbing & Heating
- Council of Fleet Specialists
- Door and Hardware Institute
- Electrical Apparatus Service Association
- Electrical Supply & Distribution Council
- Fluid Power Distributors Association
- Gases and Welding Distributors Association
- Health Industry Distributors Association
- Heating Airconditioning & Refrigeration Distributors International
- Independent Sealing Distributors
- Industrial Supply Association
- International Association of Plastic Distrib.
- International Sanitary Supply Association
- Lawn & Garden Marketing & Distribution Assoc.
- Material Hdlg. Equipment Distributors Assoc.
- NAED Education & Research Foundation
- National Association of Chemical Distributors
- National Electronic Distributors Association
- National Fasteners Distributors Association
- National Mobility Equipment Dealers Assoc.
- North American Building Material Distribution Assoc.
- The Association for Hose & Accessories Distribution
- North American Horticultural Supply Assoc.
- Northamerican Independent Representatives
- NPTA Alliance
- Pet Industry Distributors Association
- Petroleum Equipment Institute
- Power Transmission Distributors Association
- Safety Equipment Distributors Association
- Security Hardware Distributors Association
- Specialty Tools & Fasteners Distributors Association
- Textile Care Allied Trades Association
- Waste Equipment Technology Association

Registration Information

Who Should Attend "The Habit of Selling™?"

Do your salespeople pre-call plan?
 Can they skillfully sell your company's value for a premium price?
 Are they able to build strong relationships with all types of customers?
 Do they ask the right questions?
 Do they LISTEN?

All Sales Professional. New hires and veterans alike will benefit from the core selling skills presented in this seminar. Our learner-centered methods assure acceptance and immediate application. Your salespeople will take away valuable techniques they can put to use on their very next sales opportunity!

Sales managers who need to reinforce the training will also benefit from this seminar. Attending with your team equips you to coach and reinforce the disciplines! Follow-up Guides are provided for all managers who attend.

Want more Details?

Call SHDA at (215) 564-3484

Registration Fee

\$895 per person
 Includes 2 1/2 days of training, take-home material, breakfasts, breaks, lunches.

Speaker

Don Buttrey

President of Sales Professional Training, Inc.
 Want to speak directly to the trainer and learn more? Call Don at 937-427-1717.

Hotel

Doubletree Guest Suites Downtown Dayton - \$92
 Call 937-461-4700 by November 7 for the AEA discounted rate.

15 Training Sessions

The Sales Professional®
 Getting Organized
 Building Relationships
 Sales Communications
 Habit Patters
 Selling Benefits
 Selling Value Investment
 Selling Strategy
 Pre-Call Planning
 Approach
 Analysis
 Active Presentations
 Answer Objections
 Always be Closing
 Selling Career

Questions?

Call SHDA at (215) 564-3484



Register Today for The Habit of Selling™

November 30 - December 2, 2005
 30 maximum per class

#1) Name & Title _____

Email _____

#2) Name & Title _____

Email _____

Company _____

Address _____

City/State/Zip Code _____

Phone _____ Fax _____

Method of Payment

Check by Mail

Credit Card Visa MasterCard American Express

Expiration Date _____

Account Number _____

Card Holder _____

Address of Card Holder _____

Card Holder Signature _____

FAX to SHDA at (215) 564-2175

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The Habit of Selling™ ----- Detailed Program Schedule

Day One: Wednesday, November 30

7:30 a.m. Continental Breakfast

8:00 a.m. Welcome and Opening
Introductions, Goals
The Sales Professional®

9:30 a.m. Break

10:00 a.m. Building Relationships
Sales Communication

12:00 p.m. Lunch

12:45 p.m. Habit Patterns

3:00 p.m. Break

3:20 p.m. What You Sell
Selling Benefits
Selling Value Investment

5:30 p.m. Adjourn

Evening Do homework assignment

Day Two: Thursday, December 1

7:45 a.m. Continental Breakfast

8:00 a.m. Selling Strategy
Pre-Call Planning

9:30 a.m. Break

9:45 a.m. Approach

12:00 p.m. Lunch

12:45 p.m. Analysis
Active Presentation

3:00 p.m. Break

3:15 p.m. Answer Objections
Always Be Closing
Hand out role-plays and review

5:30 p.m. Adjourn

Evening Preparation on role plays

Day Three: Friday, December 2

7:30 a.m. Continental Breakfast

7:45 a.m. Final role-play instructions

8:00 a.m. Role-plays breakout

11:30 a.m. Lunch
continue role-plays

12:30 p.m. final session
Training, Practice, Habit
Award Certificates
Evaluation

1:15 p.m. Adjourn



The Habit of Selling™

Detailed Program Outline

Session 1

The Sales Professional®

- *The Habit of Selling™* concept
- Positive selling attitude
- Accepting inherent responsibilities
- Qualifications needed to be successful
- Selling styles

Session 2

Getting Organized

- Time management planning
- Self-management
- Setting goals
- Getting more selling time

Session 3

Building Relationships

- Differentiates comparable products/services
- Human relations in selling
- Sell yourself and your company

Session 4

Sales Communication

- All communication skills included
- Nonverbal vibes
- Active listening

Session 5

Habit Patterns

- Personality traits
- How to identify and use
- Applying to sales relationships
- Adjusting the sales call to adapt

Session 6

Selling Benefits

- Unique factors and value-added services
- Learning buying motives
- Features, advantages and benefits
- Offer proof

Session 7

Selling Value Investment

- Price is relative
- Quality is relative
- Value is relative
- Selling a premium price

Session 8

Selling Strategy

- What is selling?
- Selling Process/Buying Process
- 5 A's Selling Process
- Target Account

Session 9

Pre-Call Planning

- The habit of planning
- Using a customer account profile
- Account Buying Team
- Overcoming call reluctance
- Pre-call Planning form

Session 10

Approach

- Get undivided attention
- Workshop effective Approaches

- Set the direction for your call objective

Session 11

Analysis

- Learn to ask open-ended and close-ended questions
- Qualify, consult, confirm
- Discover needs and wants

Session 12

Active Presentation

- Apply benefits based on Analysis
- Written proposals
- Sales tools
- Presentation skills

Session 13

Answer Objections

- Anticipate and prepare for objections
- Develop answers and responses
- R-PAST Method

Session 14

Always Be Closing

- You must close sales
- Buying signals
- Ask for the order
- Closing techniques and skills

Session 15

Selling Career

- Apply negotiation-selling
- Service after the sale
- Role-playing
- Plan of action