

# RELATIONSHIP SELLING

## Extensive Role-Playing in a Small Class

If you are involved in SALES you can...

- ▶ Manage your time more effectively
- ▶ Improve the way you deal with price
- ▶ Enhance your long-term relationship skills
- ▶ Get new ideas on using technology
- ▶ Increase profitable sales with professional selling skills

A Two-Day Seminar  
on “Relationship  
Selling” with  
extensive role-playing  
in a small class

Who should attend?

- ▶ Industrial Sales Reps
- ▶ Sellers to Automotive
- ▶ Industrial Distributors
- ▶ Manufacturer's Reps
- ▶ Sales Managers
- ▶ Regional Managers
- ▶ Territory Managers
- ▶ Account Executives



Learn How to DIFFERENTIATE Yourself



1360 Puritan, Birmingham, MI 48009

248-644-8092 Fax: 248-232-0069

info@mitchellsell.com website: <http://www.mitchellsell.com>

Learn about the Purchase Cycle

Learn a new System for Managing Time

Practice the Skills with extensive Role-Playing

**NEW**

# Sell More Effectively After Attending

Research has shown that customers want sales professionals calling on them. **Professionals** that have **skills!** Our program teaches these skills in a unique way that makes it fun for the attendees. We provide techniques, **solutions** and **answers** that can be put to work immediately.



Each and every minute of the John Mitchell Relationship Selling seminar is packed full of practical, useful ideas that are sure to generate more income for both yourself and your company. Whether you're a beginning salesperson learning the basics, or a seasoned veteran looking to benefit from new ideas on managing time, a Mitchell seminar is the key to becoming more effective.

Most companies focus on the technical aspects of training their salespersons. Mitchell concentrates on managing relationships and managing time. He provides the most comprehensive **insights** into win-win value-added selling techniques.

## What's In It... for You?

Mitchell's seminars provide **specific skills** that are guaranteed to produce results. His programs are meat and potatoes, not pie-in-the-sky conceptual ideas.

### You'll learn new ideas on how to:

- ▶ Grow profitable sales
- ▶ Find prospects and convert them to customers
- ▶ Build relationships and avoid creating interpersonal issues
- ▶ Provide real **VALUE** to your customers by understanding their needs
- ▶ Deal effectively with price issues
- ▶ Close more accounts
- ▶ Manage your time by prioritizing and scheduling your work with our unique **system**
- ▶ Focus more on doing what's worth doing

### Your company gets:

- ▶ Increased annual sales
- ▶ Improved profit margins
- ▶ A skilled sales force
- ▶ Motivated sales people who can deal with the ups & downs of selling

## Very personalized class with 12 attendees maximum!

Contact Mitchell Selling Dynamics, Inc. and reserve your space in **Relationship Selling** today.

*(See back for Registration Form)*

**Custom programs are available at a discount at your facility.**

Visit our website for other classes and more information  
**[www.mitchellsell.com](http://www.mitchellsell.com)**



## About The Speaker

John Mitchell has over 30 years of experience in sales and sales management as an executive with the General Electric Company. He has trained over 10,000 people from a broad array of companies... TRW Corp., Eaton Corp., J & L Industrial Supply, Carboly, W.W. Grainger, and more. John has an MBA degree and has been published extensively in trade magazines. He is the author of several books including "Relationship Selling" used in the course and he founded Mitchell Selling Dynamics, Inc. in 1990. There are no substitute speakers!

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website: <http://www.mitchellsell.com>

**NEW**

# the "Relationship Selling" Seminar

## Extensive Role-Playing Seminar Content For Two-Day Program

**Introduction:** Market Model, Purchase Facilitators, Readiness-To-Buy curve, Selling Process, Distribution of prospects for our products.

**Profits:** Understanding the importance of profits; Techniques to increase profits.

**Understanding Behavior:** Recognizing different types of people and how to react to them. Motivation theory; Types of people; Styles of people; Right and left brain; How to recognize right and left brain people; Do's and don'ts for right and left brain people. **Role-playing** in this segment.

**Added-Value Selling:** Learning about your customer to understand his needs; Providing real value to your customer with your products and services.

**Value-Added Selling:** Using your own experience, professionalism and other unique personal characteristics to provide real value to your customer.

**Being Professional:** Handling yourself and your customers professionally. Extensive how-to tips are provided. We show you how to differentiate yourself with your appearance, preparedness, empathy for others, ability to provide Value, being dependable, product knowledge and enthusiasm. We show you how to make tons of customer contacts. **Role-playing** in this segment

**Starting A Sale:** Getting a sale going from finding prospects to closing the deal; Creating "Unique Selling Advantage" statements and "What's In It For Me" statements; Developing databases and how to go after new customers using technology. We lay out the whole process including: Starting Off; Asking General Questions; Going For A Walk; Asking Focused Questions and probing; Matching Needs With Your Products; Establishing Goals; Creating a winning Proposal. **Role-playing** in this segment.

**Using Technology:** Using the phone more effectively; Using a database for tracking activity; Auto-faxing with WinFaxPro; Auto-emailing HTML pages using Outlook.

**Closing:** Understanding the purchase cycle. Event closing techniques; Preferred supplier closing techniques; Accomplishing your objective; Dealing with price; Overcoming objections; Summarizing; Getting the order; After the order; Dealing with rejection. **Role-playing** in this segment.

**Selling In A Down Economy:** Learning methods to grow your business when your market or the economy is down. Strategic Linkages, Commonalities; Partnering; Vertical Networking; Existing Linkage Expansion, Problem Solving, Adding Value, Lead tracking, Resurrecting Old Accounts, Sharing Successes, Team Selling, Developing New Markets, Auto Contacting, Up Selling and Cross Selling; Holding the line on price; Re-looking at your assumptions.

**Public Speaking:** Feeling more comfortable and getting more business through speaking. Dealing with fear using unique start-offs; Preparation; Delivery; Importance of stress; Asking for the order. **Role-playing** in this segment.

**Managing Your Time:** Using our unique system to select accounts and schedule contacts to them; Setting up Microsoft Outlook synchronized with a PDA for calendaring, tasking and keeping contact information. Crisis/priority quadrants; Establishing goals and plans; Maintaining a yearly schedule; Quebec example; What to do on Mondays and Fridays. **Role-playing** in this segment.

**Being Organized:** Setting goals and plans; Keeping track of purchases; Keeping "travel" folders on major customers; Keeping track of what you have; Contacts with headquarters; Handbook of information; Set up a home office; The best trunk in the business.

**Tools of the Trade:** Using planners, to-do books, calendars, computers and software to do it right. Briefcase; Pocket Secretary; Things-To-Do book; Appointment book; Franklin planner; Inventory book; Microsoft Outlook, Palm Pilots; Computer and printer; Word processing; Spreadsheets; Database programs; Other programs; Cellular phone.

## Past Attendees: Partial List

AAR Cargo Systems  
Action Superabrasive Products  
Advanced Technology Services  
AFC Holcroft  
Air Tool Service Company  
Akzo Coatings Inc  
Allied Signal Inc  
Allied Tool Inc.  
Alpha Security Products  
American Augers  
Argent-Auto Systems, Inc.  
ArvinMeritor  
ATI Systems, Inc.  
Atlas Copco Tools Inc  
BASF Corp/Chemicals Div  
Bearing Distributors Inc  
Becton Dickinson & Company  
Bendix Commercial Vehicle Systems  
Bentley Tool Inc  
Bico-Akron Inc  
Braun Machinery Inc.  
Seco Carboly  
Brush Wellman Inc  
BW Rogers Company  
C M I Industries  
Carboly Inc.  
Carl Zeiss IMT Corporation  
Cerametel Michigan  
Chemcentral-Detroit  
Chester Industries, Inc.  
Citco Inc  
Cloverdale Equipment Co  
Cognos Corporation  
Columbia Marking Tools Inc  
Commercial Electric Products  
Consolidated Industries  
Cooper Energy Services  
Cutler-Hammer  
Dana Corporation  
Delray Steel Casting Inc  
Delta Tooling Company  
De-Sta-Co Industries  
Dickson Associates  
Dietrich Industries  
Dow Corning Corp.  
Dreison International, Inc  
DST-Dayton Supply & Tool  
Duracote Corporation  
Durox Company  
Earle M. Jorgenson Company, Inc.  
East Manufacturing Corp  
Eaton Corporation  
Elyria Spring & Specialty Company  
Empire Die Casting Company  
Empire Tool Company  
Energy Transfer Inc  
Engelhard Corporation  
Engineered Heat-Treat Inc  
Equipment Data Associates  
Erico Inc  
Erco Corporation  
F J Designs  
Faurecia Exhaust Systems, Inc.  
Federal APD Inc  
Ferro Corporation  
FlexOvit USA  
Foseco Metalurgical Inc  
Freudenberg NÖK  
Gatco, Inc.  
GE Harley Inc  
Genesee Polymers Corp  
Genie Company Inc  
George Whalley Company  
GKN Center Metals  
H R Krueger Machine Tool Inc  
Heidman Steel Products  
HP Products Inc  
Hubbell Industrial Controls  
Hy-Level Industries Inc  
ICI Paints  
Inductoheat  
Ingersoll Cinetic Automation  
Insulgard Corp  
Iscar Metals, Inc.  
ITW  
Iverson Industries  
J & L Industrial Supply  
Johnson Controls, Inc  
JP Farley Corp  
Kennametal  
Komet of America, Inc.  
L & W Engineering Co Inc  
Lear Corporation  
Lebow Products  
LSI Graphic Solutions Plus  
Mahar Tool Supply Company  
Masco Corporation  
McMullen Tool & Supply Company  
Menlo Tool Co Inc  
Metaldyne  
Norton Abrasives  
Mitsubishi Materials USA Corp  
Namco Controls Corporation  
Newcomer Products Inc  
Nextel  
Nippon Express USA, Inc.  
Numatics Inc  
Oneida Tool Corporation  
Orbis Corporation  
Parker Hannifin Corporation  
Peerless Steel Company  
Performix Group  
Plastics Plus  
Praxair  
Production Tool Supply Company  
ProQuest Business Solutions  
Richard Payne Company  
Saginaw Machine Systems, Inc  
Saint-Gobain Abrasives  
Sandvik Coromant  
Scientific Instrument Center  
Seegott Inc  
Shively Bros Inc  
Simco Controls  
Singer Steel Company  
SPS Tech  
Square D Electric  
Stafast Products, Inc.  
Stanley Industries Inc  
Starcut Sales Inc  
Sterling Scale Company, Inc  
Sterling Supply  
T.I. Automotive Systems  
Takata Inc.  
Te-Co Tooling Components, Inc.  
The Barteck Group  
Tooling System Sales Inc  
Toyoda Machinery USA  
Trans Technology  
Trans-Matic Manufacturing Company  
Transpec Worldwide  
Transue Williams Stampings Company  
Troy Tooling, Inc  
TRW Vehicle Safety Systems  
Tyrolit - North America, Inc.  
Unistrut Corp  
Unitech Systems, Inc.  
United Label & Packaging  
UVA Machine Company  
Valenite Inc.  
Valeo, Inc.  
Velcro USA Inc  
Versatex Industries  
W. W. Grainger  
Walker Wire (ISPAT) Inc.  
Walco Truck Equipment Company  
Wegoma Inc  
Whirlpool Corporation  
Wolverine Broach Company  
Wolverine Power & Equipment  
Zircoa Inc  
Z-Weigh Inc

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## What They're Saying...

### Audio CD's and Cassette Tapes

Call us at one of the below numbers or order from our website ([www.mitchellsell.com](http://www.mitchellsell.com)) Click on audio CD's or tapes for the menu list.

"I want to order Mitchell's audio cassette tapes."

*Orest Bej, Sales, BASF Corporation*

"I'll report my experience to management [and recommend] for more employees to attend."

*Robert Whitson, Sales, Numatics Incorporated*

"I enjoyed his wealth of knowledge."


*Linda Boyce, Sales, First Health Corporation*

"The speaker was very precise and clear. This program will be helpful to my career in sales."

*Chris Novak, Sales, Eaton Corporation*

## Other Sales Training Programs and Services Available

### Custom Programs Available at a Discount

- 
- ▶ **Inside Sales Excellence** - Techniques for anyone on the phone with customers
  - ▶ **Office Automation** - Computer techniques for marketing/sales professionals
  - ▶ **Consultative Selling** - Techniques for senior sales people
  - ▶ **Negotiation Excellence** - Case based class for negotiators
  - ▶ **Interaction Effectiveness** - For internal support functions like human resources and computer systems
  - ▶ **Trade Show Excellence** - For exhibit personnel

### Services

- ▶ Microsoft Access CRM database development
- ▶ Internet web site development
- ▶ Expert systems in Visual Basic
- ▶ National sales meetings

## "Relationship Selling" - Attendee Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (w/area code) \_\_\_\_\_

Enrollment Fee: \$647

Cleveland Dates:

April 8th & 9th, 2010 and November 4th & 5th, 2010

Detroit Dates:

April 15th & 16th, 2010 and October 14th & 15th, 2010

### Method of Payment

- ▶ Check made payable to: Mitchell Selling Dynamics, Inc.
- ▶ Purchase Order (Enclose hard copy)
- ▶ Send me an invoice
- ▶ On-line with PayPal

Visa     MasterCard     American Express

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_

Exact name on card \_\_\_\_\_

Signature \_\_\_\_\_



**MITCHELL**  
Selling Dynamics Inc.

To Reserve Your Place,  
Enroll on-line or Mail / Fax This Form To:

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