

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



MITCHELL

Selling Dynamics Inc.

Since 1990

1360 Puritan, Birmingham, MI 48009

800-328-9696 or 248-644-8092 Fax: 248-644-3209

info@mitsellsell.com website: <http://www.mitsellsell.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 the

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



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!

1-800-328-9696 or 1-248-644-8092 Mitchell Selling Dynamics, Inc.

**NEW**

"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 Carboloy
Brush Wellman Inc
BW Rogers Company
C M I Industries
Carboloy Inc.
Carl Zeiss IMT Corporation
Cerametal 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
Ersco Corporation
F J Designs
Faurecia Exhaust Systems, Inc.
Federal APD Inc
Ferro Corporation
FlexOvit USA
Foseco Metallurgical Inc
Freudenberg NÖR
Gatco, Inc.
GE Harley Inc
Genesee Polymers Corp
Genie Company Inc
George Whalley Company
GRN Center Metals
H R Krueger Machine Tool Inc
Heidtmann 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
Nxtel
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 Bartech Group
Tooling System Sales Inc
Toyoda Machinery USA
Trans Technology
Trans-Matic Manufacturing Company
Transpec Worldwide
Transpec 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 Braoch 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) Click on audio CD's or tapes from 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) _____

\$647 Enrollment Fee

Detroit Area

March 25th & 26th, 2004

October 14th & 15th, 2004

Cleveland Area

April 1st & 2nd, 2004

October 28th & 29th, 2004

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:

Mitchell Selling Dynamics, Inc.

1360 Puritan, Birmingham, MI 48009

Fax: 248-644-3209

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

For more information call: 800-328-9696 or 248-644-8092

e-mail: info@mitchellsell.com