



AUSTRALIAN PUBLISHERS ASSOCIATION

professional development

High Performance Sales Skills

A workshop for Publishing professionals.

Grow your role. Grow your territory.

Sydney: Monday 28 July 2008

Melbourne: Wednesday 30 July 2008

9:30 a.m. – 5.00 p.m.

“The first requisite for success is to apply your physical and mental energies to one problem incessantly without growing weary.” Thomas Edison

Presenter

Steve Herzberg, NRG Solutions

www.nrgsolutions.com.au

Steve understands the sales skills and strategies required by publishing reps to succeed in business today. In recent years he has worked closely with sales and management teams at Macmillan, Palgrave Macmillan, Allen and Unwin and Blake Education. He is regularly published and quoted in a range of publications and is regarded as one of Australia's leading trainers and speakers in the area of business to business or business to Education selling.

Participants' feedback from workshops held in 2007

“Steve was an excellent and dynamic presenter and the content stayed relevant to the publishing industry.” *“Excellent balance of practice and theory.”*

“Lots of fun .Steve's a great presenter ... very engaging and to the point. It was a really worthwhile exercise for me... good group participation, too.”

Who should attend:

- Sales executives working within the publishing industry
- Sales managers looking for ideas on how to get more from their sales team
- Independent agents wishing to earn more and work smarter
- People considering moving in to a sales or marketing role

Workshop content:

- The marks of success: Identify what high performing sales people do, day in and day out.
- Learn the 5 attributes that are at the base of all successful business relationships.
- Time: understand how to make greater use of your time as a sales professional: more time in front of the right customers and less time in the office.
- Learn the NRG Solutions PRINT sales process.
- Purchasing decisions: learn how they are made within bookshops, schools and universities.
- Preparing for your customer: appreciate the importance of planning prior to a meeting
- Questions: understand the different types you need to be asking: Personal, Product and Business.
- Rapport: appreciate what it really means and how and when to create and exploit it
- Objections: develop strategies for dealing with customer blocks e.g.: “We're out of money!” “We have no space.”
- Gatekeepers/receptionists: how to work with them, get past them, get them working *for you*.
- The telephone: understand how to most effectively use it to sell, cross sell and set up qualified appointments
- Your sales tools: appreciate how to get the best out of your mobile phone, blackberry, lap top, CRM etc.
- Closing the sale: when is the appropriate time?

By the end of the workshop you will be able to:

- Grow revenue and profits on your territory
- Identify the best opportunities on your territory and then spend more time on them
- Identify what high performing publishing sales people do, day in day out, and then start doing it yourself
- Manage yourself in the most effective fashion
- Ask questions to unearth fresh opportunities with your customers.

Catering:

Lunch and refreshments are included on this course.

Cost: 10% discount for 3 or more in one booking by June 15.

\$ 410 APA members;
Society of Editors members [please provide proof of Society membership]
Society of Authors members [please provide proof of Society membership]

\$ 460 Non-members

Venues:

Sydney: 9:30 a.m. – 5p.m. 28 July

Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000

Melbourne: 9:30 a.m. – 5p.m.30 July

Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000

Further information:

If you have any questions about the workshop, please contact
Dee Read, Industry Professional Development Manager, at the Australian Publishers Association
Tel: 02 9281 9788

To Register:

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au