



CORRECT at 5 March 2010

Workshop/Seminar Title	High Performance Sales Skills
Description	A workshop for Publishing professionals. Grow your role. Grow your territory.
Cities and Dates	Sydney: Monday 24th May 2010 Melbourne: Wednesday 16 June 2010
Start and finish times	9.30 a.m. - 5.00 p.m.
Presenter	Steve Herzberg, NRG Solutions 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. www.nrgsolutions.com.au
Who should attend?	<ul style="list-style-type: none">• 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
Content may/will include	<ul style="list-style-type: none">• 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 event you will be able to	<ul style="list-style-type: none">• Identify what high performing publishing sales people do, day in day out, and then start doing it yourself• Identify the best opportunities on your territory and then spend more time on them - growing revenue and profits as you go• Ask questions to unearth fresh opportunities with your customers.

Testimonials	<p>“Steve is an excellent and dynamic presenter and the content stayed relevant to the publishing industry.”</p> <p>“Excellent balance of practice and theory.”</p> <p>“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.”</p>
Investment	<p>\$ 420 APA members \$ 480 Non-members</p>
Venues	<p>Sydney: Monday 24 May 2010 Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000</p> <p>Melbourne: Wed 16 June 2010 Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000</p>
Catering	Morning and afternoon refreshments and a light lunch are included.
Further information	<p>Please contact: Dee Read, Industry Professional Development & Training Manager, APA Office: 02 9281 9788 Mobile: 0424 603 251 e: dee.read@publishers.asn.au</p>

NOTE: Event details are subject to change.

The latest information update is indicated by date at the top of the first page.

Any major changes made since you looked at or downloaded the sheet, will be noted here in this colour blue where necessary.

<p>TO REGISTER</p> <p>Read Cancellation Policy</p> <p>Then register</p>	<p>Click here to go straight to cancellation policy before filling in the registration form.</p> <p>Then register as follows:</p> <ul style="list-style-type: none"> • Hit your back button to return to Latest News page in PD • Go to the Status column for this event • If the event is open for bookings, click on Booking Now to go straight to the TAX INVOICE/REGISTRATION form. <p>This can be faxed to 02 9281 1073 or emailed back to dee.read@publishers.asn.au</p> <p>Please keep a copy of the Registration Form for your accounts department as this form is your tax invoice when paying by EFT or credit card.</p>
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