



# Printing Industries Alliance Presents Advanced Selling Strategies

A Four-Part Webinar Series with Leslie Groene, Groene Consulting

Printing Industries Alliance has partnered with the Printing Industries of New England to present this four-part webinar series designed to ramp up your sales skills - and take them to the next level. The webinars will be led by Leslie Groene, an author and nationally-recognized sales trainer for the print and graphics industry. Sign up for one or all four of the webinars.

## #1: Escaping the Price-Driven Sale

**Tuesday, April 16: 3:30 - 4:30 pm**

Do you often complain that important sales are being decided on price alone? Are you repeatedly cutting margins to make the sale, even when you know you have the superior offering?

### Key Takeaways --

- ❖ The dangers of presenting your products and your company's resume as the centerpiece of your value proposition
- ❖ Why offering Customer Value need not be trite or dull
- ❖ How to determine what constitutes value for each customer

## #2: How the Experts Earn Long-Term Accounts

**Thursday, May 2: 3:30 - 4:30 pm**

Your customers are under more pressure than ever to control costs and to find smarter ways of getting things done. The status quo just isn't good enough. That means they're more likely than ever to meet with one of your competitors who promises a new and improved solution that saves money and time.

### Key Takeaways --

- ❖ Customer Retention: The Four Open Doors
- ❖ Account Retention: Little Signs of Big Trouble
- ❖ Angry Customers: The Three R's for Dealing with Hostility

## #3: The Keys to Consultative Selling

**Thursday, May 9: 3:30 - 4:30 pm**

Everybody in sales says they're a consultant or that they sell consultatively, but is it really true? Consumers don't just expect this expertise—they now demand it! How do you measure up when it comes to being truly consultative?

### Key Takeaways --

- ❖ Learn why consultative selling is becoming the only way to sell
- ❖ What are the changes you need to make in order to be consultative
- ❖ Understand why is it so difficult and what is getting in the way

## #4: Up Selling: It Can Be Done!

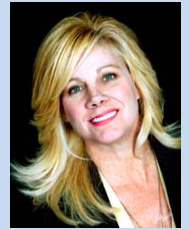
**Thursday, May 16: 3:30 - 4:30 pm**

Acquiring new customers requires time and effort, but once onboard they create excellent opportunities for cross selling and up-selling. By asking the right questions and making appropriate suggestions, you can significantly increase their overall purchase level, add revenue to your company's top-line, and satisfy your clients all at the same time.

### Key Takeaways --

- ❖ Strategies for selling more solutions to current clients
- ❖ Best practices for up-selling customers
- ❖ Learn what skills you can use to increase revenue with strong relationships

Leslie Groene is one of the coaching superstars in the world of corporate sales as well as a business consultant, author and motivational speaker. Her sales seminars are continually sold out and have produced impressive results in a variety of corporate settings. She helps her clients focus on revenue generation and profit growth. She authored the business strategy book "Picture Yourself & the Life You Want" and is a nationally-renowned motivational speaker.



In 1997, Ms. Groene established Groene Consulting and has consulting engagements with leading Fortune 500 companies such as Anderson/LA (a CGX Company), KPMG, Cenvo, Deloitte Consulting, Ricoh-USA, NewPage, Mohawk Paper, Coldwell Banker and other major companies across the country in many different industries such as manufacturing, professional services, distribution and real estate. To purchase her book, receive her monthly e-newsletter, or to contact Leslie, visit [www.GroeneConsulting.com](http://www.GroeneConsulting.com).

## Advanced Selling Strategies Four-Part Webinar Series

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**WEBINAR INFORMATION:** You will need an Internet connection and a speaker phone. A confirmation email will be sent containing instructions to access the webinar.

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## ADVANCED SELLING STRATEGIES WEBINAR SERIES

**REGISTRATION FORM:** Please check webinars you wish to register for.

- #1: April 16: Escaping the Price-Driven Sale
- #2: May 2: How the Experts Earn Long-Term Accounts
- #3: May 9: The Keys to Consultative Selling
- #4: May 16: Up Selling: It Can Be Done!

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