



Building. Community.

Construction Sales Training

*Sales Techniques Designed Specifically
for the Construction Industry*

Friday, June 13, 2014
Quality Inn~Maryland Heights
2434 Old Dorsett Road
St. Louis, MO 63043
1:00 p.m~4:00p.m.

**Registration: \$40 ASA Member
\$60 Non-Member**

Presenter: Tom Woodcock, Seal the Deal

Sales Etiquette:

Often people negatively influence the customer's inclination to business with them at the most basic levels. Not knowing the proper approach or customer expectations can kill winning a project or order right out of the gate. Making sure you have an understanding of sales protocol alleviates this stumbling block.

1. Does appearance really matter?
2. What determines customer respect?
3. Why you hand the deal to the competitor.
4. Missing key signals of where the client is with you.

Crossing the "T's" and dotting the "I's" in Selling:

Selling is a profession. There is a structure to securing business. Not following or managing that structure results in a disjointed sales effort. Even worse, missing deals laid right at our feet. Talent or effort is not enough. You need the "bones" of selling!

1. Understanding the buying process.
2. Using the sales tools at your disposal
3. Why CRM & customer tracking is critical
4. Closing through the entire process.
5. Ensuring you've covered all the bases.

www.asamidwest.com to register online

VISA/MASTERCARD/DISCOVER
OR CHECK PAYABLE TO ASA MIDWEST COUNCIL

(Payment must be received 48 hours in advance to seminar to confirm reservation)

No shows not cancelled by Friday, June 6th will be billed.

Please register by Wednesday, June 11, 2014

ASA SUBCONTRACTOR/SUPPLIER MEMBERS~

**JOIN US FOR BPI IN A BOX: Immediately preceding seminar!!
Syberg's on Dorsett from 11:30 a.m to 1:00 p.m. -right next door!!**

LUNCH AND BPI SESSION INCLUDED-\$25.00 Per person.

(register in advance www.asamidwest.com)

ASA Midwest Council

P.O. Box 510743 St. Louis, MO 63151 314.845.0855 susan@asamidwest.com



**Nationally Known
Construction
Sales Trainer:**
*Tom Woodcock
Seal the Deal*