

Developing a Corporate Sales Plan

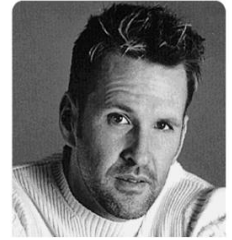
*Techniques Designed Specifically
for the Construction Industry*

Thursday, January 28, 2016
1:00 p.m. to 4:00 p.m.

Aschinger Electric
877 Horan Drive
Fenton, MO 63026

**Registration: \$50 ASA Member
\$100 Non-Member**

Presenter: Tom Woodcock, Seal the Deal



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



Developing a Corporate Sales Plan:

This seminar will present the methodology to construct a company sales plan. The strategy to achieve an effective sales effort will be covered step by step in this 3 hour seminar. Will include all elements that make up a successful construction industry sales dynamic. **This is an owner, general manager/sales manager focused program.**

Topics Covered will Include:

- Appropriate sales expenses & marketing spend
- Sales goal setting
- Constructing a sales structure
- Developing a sales plan
- Enacting a sales plan
- Supporting a sales effort

All program points are applicable to any size construction company, and apply to subcontractors, general contractors, and vendors alike.

This is the perfect way to kick start your sales efforts, and head into the busy 2016 sales season fully prepared for the year ahead.

www.asamidwest.com to register by Jan 25th 2016

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, Jan 22nd will be billed.*

Space is limited to first 40 attendees so register today!

(register in advance www.asamidwest.com)

ASA Midwest Council

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