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## **Redesigning the Rep-Principal Relationship** *(For rep firm owners, presidents and managers)*

*Speaker: Nicki Weiss, Saleswise*

This program helps reps deepen your business relationships, build more trust, accountability and responsibility with principals, and create stronger partnerships. The challenge is to have impact without control. In this session, you will learn:

- the eight principles of designing strong rep firm-principal relationships;
- the role of authenticity and how to use it to strengthen your relationships;
- how to elicit the principal's expectations of you and your firm and how to clearly and simply state what you want from the principal;
- why saying no or postponing an agreement that may have less than a 50/50 chance of success leads to a more impactful relationship; and
- when a contract meeting is not going well, how to discuss the issues directly with the principal.

## **Consultative Selling Skills for Manufacturers' Reps** *(For rep firm owners/presidents/managers and salespeople)*

*Speaker: Nicki Weiss, Saleswise*

This Webinar is based on the concept that buyers have their own answers, and through collaborative and respectful conversation, you can distinguish yourself as a superior manufacturers' rep, helping you and your customers achieve extraordinary results. This program is for rep personnel (especially newcomers to sales or the rep business) who are serious about creating meaningful impact to their bottom line. In this session you will learn how to:

- conduct successful sales calls that build trust and long term relationships;
- learn a step-by-step process for having clear, meaningful, customer-focused conversations;
- get conversations off to a productive start;
- listen with curiosity so that your customers will open their wallets more easily;
- talk about your products and services powerfully and persuasively;
- close the call effectively every time;
- enjoy increased pride in how you sell; and
- sell more in less time.

## **I Hate Cold Calling: Alternatives for High Impact Prospecting** *(For rep firm and distributor salespeople)*

*Speaker: Nicki Weiss, Saleswise*

In business, as in all areas of life, ideas come and go. What worked yesterday doesn't work today and probably won't work tomorrow. Take cold-calling, a traditional staple of generating leads and driving sales for manufacturers' reps. What most reps experience is voice mail, polite but firm assistants who say "thanks but no thanks," a person at the wrong level, no response at all, and the occasional sale. Yet reps continue to bang their heads against the wall – hour after hour, day after day, month after month – cold-calling without great results. For many, this thankless effort destroys their once positive attitudes, their joy of doing business ... and their souls. The secret to success is learning how to develop effective marketing systems that attract business instead of begging for it. In this session, you will discover how to:

- get motivated, qualified prospects to chase you instead of you chasing them;
- get ready to prospect with a new mindset that really works;
- launch an easy and effective direct mail campaign that gets response and opens doors;
- follow up with a game plan that has your prospect surface and set an appointment with you; and
- other powerful marketing strategies that pull in customers.

## **Becoming Your Reps' Emotional Favorite** *(For manufacturers and rep firm owners/presidents/managers)*

*Speakers: James L. Hartranft, JLH Consulting, and Richard Neumann, National Sales Manager, Grayhill, Inc.*

This presentation focuses on what it means to be a rep's emotional favorite, how to become a favorite, and the benefits a manufacturer gains by becoming a favorite. The presenters illustrate that a manufacturer does NOT have to be a rep's top principal to be an emotional favorite, and they provide a step-by-step process that manufacturers can use to win this key position. This Webinar can also help reps better understand the value of aiding principals to become emotional favorites and shows them how to share this criteria with principals in order to raise the mutual "performance bar."

## **Negotiating with Both Customers and Principals** *(For rep firm owners/presidents/managers and salespeople)*

*Speaker: Nicki Weiss, Saleswise*

Negotiating is a very sexy sounding word. It speaks of power, win-lose or win-win, skill, authority, professionalism and being in control. Who wouldn't want this? Yet most manufacturers' reps aren't sure what negotiating really is.

What is the difference between selling and negotiating? When does one stop and the other begin? If you don't know the difference, it is very easy to drift into a negotiation and lose your shirt. In this session, you will discover:

- the difference between selling and negotiating, and why you need to know in order to make more money;
- how to intentionally, powerfully and effectively transition from selling into negotiating;
- the four key negotiating alternatives that will help you navigate a win-win solution;
- how to collaborate with your customer and principal on a negotiation; and
- how to get to "yes."

*Webinar descriptions are continued on page 2.*

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- how to get to "yes."

## **Boosting Your Time Management Skills** *(For rep firm owners/presidents/managers and salespeople)*

*Speaker: Nicki Weiss, Saleswise*

Many reps report that they need improvement with their time management skills. Many have large territories to manage; some struggle with organizational skills; many are unclear about how to set their priorities; still others gravitate toward doing the "easy" tasks and resist doing more strategic and complex work. In this Webinar, you will learn about helpful time management tools and also:

- what to plan for and how to plan;
- how to ask for/offer support in ways that motivate;
- how to distinguish between urgent and important tasks, and how this will help you manage your time and grow your business; plus
- how to identify effective and time-wasting tasks; and
- how to get rid of the time wasters.

## **Time and Territory Management - Part I** *(For rep firm owners/presidents/managers and salespeople)*

*Speaker: Bill Heyden, CSP, Heyden Training*

It's not unusual for most people to estimate the time spent working on their most important activities to be 20-50 percent greater than it actually is. This is especially true of sales professionals. This two-part Webinar will help attendees understand where your time is currently going and will introduce the Six Keys to Turning Time Into Gold. It will also introduce you to the benefits of territory gridding. These time saving concepts will be used to help you develop an action plan that will increase your time spent on your most important activities by 10-20 percent. The result will be more time for selling and more sales for your firm. **NOTE: Part II of this program will be conducted on Aug. 25, 2008.**

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