



The next program is **JAN. 8th**, so register ASAP for this all new ...

ERA Webinar

Sign up NOW for this live, one-hour, interactive educational seminar designed for all rep, manufacturer and distributor salespeople and managers.

January 8th: Selling Has Nothing to Do with Selling

Speaker: **Rick Farrell, author/consultant and president, Tangent Knowledge Systems**

In this new Webinar, you will learn --

- Why selling, by its very nature, produces the exact opposite effect that is intended.
- Why your value proposition is valueless and why you are paid for your questions – not answers and solutions.
 - How to get your customers to sell YOU on whether they have a compelling reason to change.
- If you are going to lose ... how to lose quickly, effortlessly and with a minimum expenditure of time.
 - Why you are only as good as your prospects' other options.
- Why most salespeople want to be consultative sellers but lack the tactics to effectively execute it.
- Why your value is defined by the absence of value in your customer's business – not by the value you bring to the table.
 - How to sell like a change-agent and build a BUSINESS case for change – not a traditional product case for change.

For use-it-now information and insights from a sales training expert, sign up today!

Here are the *FAST FACTS*.

- All that's needed to participate is a telephone and a high-speed Internet connection.
- For just one **LOW** connection fee of **\$65** for ERA and MRERF association members (\$85 for non-members), **MULTIPLE** attendees can participate at the same location. Invite your staff or chapter members to attend a Webinar together!
- Registrants receive a **FREE** audio recording of each Webinar for future reference and/or sharing.
- All Webinars begin at **NOON Eastern time** and run for one hour.
- Time is allotted for attendees' questions and interactive discussion with the speaker.
- On-line registration is quick and easy via a link to ERA's service provider, Confertel.
- Registrants receive a toll-free dial-in number and a link to Webinar PowerPoint files in advance.
- CPMRs and CSPs earn .1 CEU for each Webinar.

To register for the Jan. 8th Webinar,

(or to order audio and PowerPoint files of any of the past 14 Webinars at just \$20 each),

go to www.era.org ... and click on the **Webinars link in the home page **Spotlight**.**

(To sign up at member rates, have your ERA I.D. number ready.)