



**NEW!**

# Selling Smarter

## Kick-start Your Sales Growth in 2012!

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The Canadian Sanitation Supply Association (CSSA) is excited to offer a new Sales Training Program designed especially for our members. In collaboration with Sandler Training, a recognized global leader in sales and sales management training for over 40 years, the program will help provide members with the essential skills, systems and strategies necessary to succeed in today's increasingly competitive and tougher market.

**Selling Smarter** is a three-part sales training program designed to help CSSA members sell better and stand-out from the competition. The program is delivered by Tim Rooney, founder of Rooney, Earl & Partners, who brings a unique combination of 10 years of coaching and training over 1000 salespeople coupled with 25 years experience running high growth companies around the world.

Included in the program price are the following:

- Three comprehensive 35-page booklets for each session.
- A DISC profile that will help professionals understand their preferred selling style and how to adapt that style to sell and communicate more effectively with others.
- Breakfast and lunch.

Those completing the full three-part program will receive an **Excellence in Customer Centred Business Development** certificate to recognize this accomplishment.

The Sandler Selling System methodology is a proven, reproducible, reinforceable approach to sales and business development that gets results! It literally changes the way people think about and approach selling. Participants are ultimately more comfortable and dramatically more effective at selling.

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### Program Details

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**Program Date:**

February 23, March 8  
& March 22, 2012

**Location:**

Donalda Club  
12 Bushbury Dr., Don Mills, ON

**Cost:** \$1,485 (plus tax) for all three sessions. Early Bird Discount of 10% if you register before **January 27, 2012**

**Volume Discount:**

10% for three or more participants from the same company.

**Schedule:**

7:30 a.m. -

Continental Breakfast

8 a.m. to 4 p.m. -

Workshop (includes lunch)



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## PROGRAM OUTLINE

### SESSION 1 - February 23

Delegates will learn how to use the seven traits that separate the best salespeople from the rest. The non-manipulative and powerful Sandler Seven Step Systematic sales process allows sales professionals to properly qualify new prospects faster. Delegates will learn how to "match and mirror" prospects so they can better bond and build rapport. Professionals will also learn to use the "up front contract" to give them "equal business stature" with prospects and existing customers, and help salespeople stay in control of the sales process. Additionally, delegates will learn how to discover the customer's "PAIN" and match this to their product / service, as well as uncover the prospect's ROI and other money/budget issues.

### SESSION 2 - March 8

Session 2 will commence with a Session 1 recap and Q&A opportunity. In Session 2, sales professionals will learn how to make effective presentations and avoid "buyer's remorse." Delegates will also learn how to make cold calls "warm" as well as master the 30 second elevator pitch. Sandler's two powerful questioning techniques (Reversing and the Dummy Curve) will be discussed, and delegates will learn how to remain mentally tough and have consistently positive attitudes.

### SESSION 3 - March 22

In the final session, delegates will learn how to put together a goal setting and prospecting strategy specifically tailored to the market. Effective networking skills will be reviewed and delegates will discover how to build up their "network" so that it can become their "network." The importance of "touch strategy" will be discussed in order for sales professionals to move from the *dating* phase, through to *engagement* and ultimately to a long-lasting *marriage*. Through Strategic Account Management delegates will learn how to identify opportunities with existing accounts and keep customers engaged. Sandler's *negative reverse selling concept* will provide delegates with even more leverage with prospects. The session will wrap-up with a final overview and Q&A opportunity.

## Register Today... Space is Limited!

Simply complete this **Registration Form** and Return by **February 14, 2012**

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY / TOWN: \_\_\_\_\_ PROV.: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

NAMES OF INDIVIDUALS ATTENDING:

\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT**

# Attending \_\_\_\_\_ at \$1,485 each \$ \_\_\_\_\_

Early Bird/Volume Discount \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

PAYMENT BY:  Enclosed Cheque  VISA or MasterCard

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

For more information, contact:

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