

2012 SALES WEBINAR



Proposals That Sell

Presenter: John Bacot, Vice President, AICC
Wednesday, February 15, 2012 • 11:30 am EST



PRESENTER: **John Bacot**, Vice President, AICC, holds an MBA in marketing and finance from R.I.T. and has sold to box plants nationwide through his past affiliation with Marquip-WardUnited and HyCorr Machinery. As a Sales Manager for IBM, he has trained sales people and sales managers worldwide. He has consulted with clients in many industries, including manufacturing, distribution, construction and service organizations.

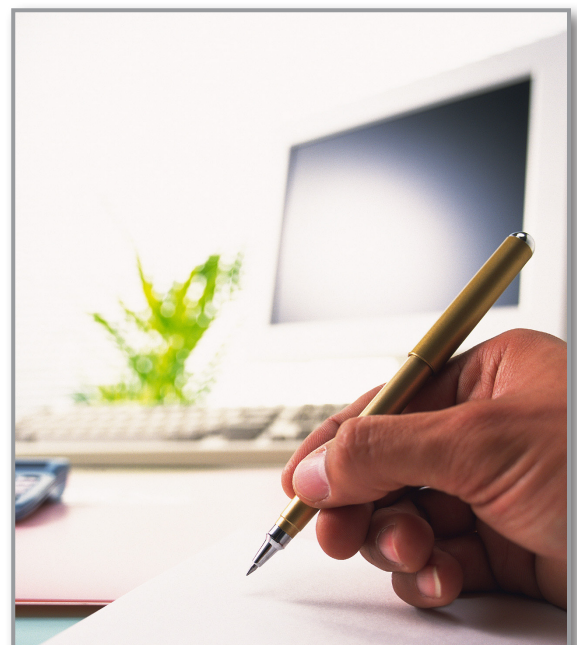
Okay, you've arranged for the closing call. You feel you have the inside track, but you know there are competitors looking to grab the business too.

- How do you have your proposal be the one they choose, even if they like the other rep better than you.
- We know people buy from people they like, and sure they like you the best, but what if the other person's proposal is better than yours.
- What if they picked up on something you missed?
- So how do we make them buy based on the offer you have put together for them.
- How do we get them to look past the flash and see the meat and potatoes?

You'll need a proposal that truly sells your company, your product, and your solution on its own merits *without* you in the room. You need a proposal that the buyer can present to his management that makes him or her *look* like the smartest buyer on Earth. The proposal has to sparkle, shine, and enrapture the prospect.

If you want to know the secrets of this type of proposal, then you'll have to listen to this webinar. I'll tell you how to do it and even provide you with a template. If you can't do it after that, then I'll even come on a sales call with you. You get me there, I'll do the rest.

So put me on your calendar, 11:30am EST, Wednesday, February 15, 2012. We'll talk then.



SALES WEBINAR

Don't miss these dynamic webinars taught by a professional in the field.

**To accommodate some of your "real-time" challenges and to offer
a program that you can schedule around a sales meeting,
we are bringing you a Sales Webinar entitled
Proposals That Sell.**

**Sign up today! Plan a meeting around the webinar
enabling your group to talk afterward and set the stage for improvements.
These webinars are 60 minutes long.
Have questions? Give us a call.**

Registration is by location. Each location needs to have a speaker phone, a computer with internet connection, and a monitor or projection screen viewable by all.

Name(s): _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email Confirmation Letter to: _____

Number of people who will be participating on the call: _____

Registration Fee: \$150 per session

CODE: 120215SLW

Proposals That Sell, Wednesday, February 15, 2012, 11:30 AM EST

To register for the webinar, please fax or email the registration form back to AICC at (703) 836-2795 or email to tpyle@aiccbbox.org. Questions? Email or call Taryn Pyle at (703) 535-1391 or tpyle@aiccbbox.org. Once you have registered, a confirmation letter will sent providing information with dial-in instructions.

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