



Prospecting Strategy for High Achievers in Building Material Sales

May 19, 2011 1:00 – 4:00 PM
High Point, NC

Here's a program that can help you make the summer of 2011 a MUCH better sales season than the past few!

Every building material dealer is in a weak market right now. How do you generate leads? In other words, how do you prospect? Effective prospecting is now a critical component of sustainable sales success. Prospecting is not selling. You may be a well-trained and experienced salesperson but your training may not have included prospecting.

The output of prospecting is a list of qualified leads that may buy your product and services. Selling begins only after a lead is categorized as qualified. If you start selling too early, you run the risk of pigeonholing your products and services before you have the opportunity to understand your prospect's requirements. That generally leads to commoditization – where price becomes the most important buying criteria.

High Achievers understand that, as with effective selling, prospecting should not be done by the seat of one's pants. You need a plan. That means an objective assessment of your situation, a goal, and resulting strategies and tactics to achieve that goal. So if you aren't comfortable with prospecting and haven't had to do it, you need to attend this program.

Some of what will be covered:

1. How did we get here?
2. Where are we?
3. How long will we be here?
4. From where will our future business come?
5. The Sales Process
6. MOST IMPORTANT: Prospecting
– Follow 10 Tips for Prospecting Success

Larry Adams, President of SBMA, will be your speaker. With over 30 years experience in the industry he has developed insights that you will want to hear!

Please Register the Following People

Company Information (please print)

Company Name

Contact Name

Address

City/State/Zip

Telephone

Fax

E-mail

**To register please complete & fax to:
502-245-7283 or email:
kim@kbma.net**

Questions? Phone: 502-245-6730

TUITION:

\$ 79.00 per KBMA Member Firm

\$ 300.00 Per Non-Member Firm

No limit on number of attendees but they must pre-register above. Use additional sheets as necessary.

Tuition includes seminar instruction, all handout materials, session breaks. Transportation, meals, lodging and incidental expenses other than those mentioned above are not included.

Checks should be sent to KBMA, 201 Townepark Circle, Suite 100, Louisville, KY 40243

Cancellation Policy: Any cancellation must be received 14 days prior to the seminar. After noon on that day charges are due regardless of attendance.

SEMINAR DATE, TIME & LOCATION:

May 19, 2011 – High Point, NC – Register by May 5

Registration: 12:45 PM Class: 1:00 PM – 4:00 PM

Tuition: \$79 per KBMA Member Firm (no limit on number of attendees)
\$300 for per Non-Member Firm (no limit on number of attendees)

Number of Participants attending ____. Please register and include names so that nametags and seating arrangements can be made.

Tuition includes seminar instruction, all handout materials & session breaks. Transportation, meals, lodging & incidental expenses other than those mentioned above are not included.