



Alliance for Construction Excellence

## "The Sales Professional"

Sales training for success in today's tough economic market!

April 29, 2010

Location TBD

Advance Collaborate Enrich

ASU Del E. Webb School of Construction

### SESSIONS & TOPICS

- Characteristics of successful sales people
- Defining the sales process: The sales cycle
- Conducting Sales Calls: First touch prospecting through closing and beyond
- The different types of sales techniques: Consultative and Relationship Sales
- Time management through activities that drive sales and goal achievement.
- Differentiating from competition
- Thinking strategic by working smarter

### ABOUT THE TRAINER

Kristi Church is a well trained, sales professional with over 20 years of sales and marketing experience. From entry level sales to managing a full scale sales organization responsible for \$27M worth of annual revenue, her tenure in sales has led to a long, successful career.

### TO REGISTER

Phone: + 1 (480) 965-4246

Email: [ace.asu@asu.edu](mailto:ace.asu@asu.edu)

Web: [construction.asu.edu/ace](http://construction.asu.edu/ace)

### PROGRAM INFORMATION

**When:** Thursday, April 29, 2010

**Times:** 8:00 a.m. – 4:30 p.m. (Check-in at 7:30 a.m.)

**Where:** Location TBD

### PROGRAM DESCRIPTION

If you've found yourself in a position to help your company find new business in the current economy and have never had any sales training, this course is for you.

Or...maybe you just need a refresher, to start thinking strategically...to win!

Questions that come to mind are:

- ✓ Where do you start?
- ✓ How will you grow the top line?
- ✓ What are sales, anyway?

Learn how to be successful in a tough economy and discover sales resources for continued success. This is an interactive course that will require collaborative interaction between attendees and trainer.

### REGISTRATION FEE

\$299 ACE Members | \$329 Non Members

*For more information on group discounts, please contact Jacki Houchens at 480-965-9359.*

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**Complete and return the form to:**  
ACE, Arizona State University  
PO Box 870204  
Tempe, AZ 85287-0204  
Phone +1 (480) 965-4246 | Fax +1 (480) 965-8172 | Email: [ace.asu@asu.edu](mailto:ace.asu@asu.edu)  
Or Register online at [construction.asu.edu/ace](http://construction.asu.edu/ace)

Organization/Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

## REGISTRANTS

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**REGISTRATION FEE** (*Registration fees collected are used for payment toward venue, speaker fees, catering and material expenses. Any excess funds will be used for ACE operating expenses in its quest to support the construction industry*)

ACE Members: \$ 299 | Non-Members: \$ 329

Course fee includes breakfast, lunch and course materials. CEU's will be provided upon completion of the workshop.

## PAYMENT OPTIONS

**Check:** Make payable to ASU | **Invoice or Credit Card:** Please call ACE at +1 (480) 965-4246

## COURSE LOCATION

Location TBD

## ACE CANCELLATION POLICY

**All cancellations must be made in writing** to ACE via mail, fax, or email. Substitution of another person from your organization is permissible at any time prior to the start of the course. Call ACE to discuss your cancellation/substitution circumstances.

**Cancel 15 – 30** business days out: Receive a refund MINUS an administrative fee equal to 10% of the total registration fee.

**Cancel 4 – 14** business days out: Receive a refund MINUS an administrative fee equal to 25% of the total registration fee, or transfer to another scheduled course (excluding Executive Leadership and Certificate Programs) for a 10% administrative fee.

**Cancel 0-3** business days out: No refund.



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