



JOINT SALES WORKSHOP



SALES WORKSHOP: THRIVING IN A CHANGING SALES LANDSCAPE
PROGRAM AGENDA
APRIL 15, 2021
1:00 – 5:00 PM ET

Registration Open: Wednesday, February 10, 2021

Registration Deadline: Friday, April 9, 2021

Pricing:

	Member	Non-Member*
Individual	\$150	\$600
3-5 Registered	\$100 Each	
6-10 Registered	\$ 85 Each	

*2021 Corporate Membership is included in the non-member fee. Once approved, more individuals from this company can register at the member rate.

Agenda

- 1:00 – 1:10 Welcome & Introductions
- 1:10 – 2:40 **YOU CAN SELL MORE! HOW TO INCREASE YOUR SALES IN TODAY’S NEW REALITY**
JIM PANCERO, PRESIDENT, JIM PANCERO, INC.
- 2:40 – 2:50 Break
- 2:50 – 4:20 **VALUE-ADDED SELLING: THE PSYCHOLOGY OF DECISION MAKING**
PAUL RIELLY, PRESIDENT, TOM REILLY TRAINING
- 4:20 – 4:55 **INFORMAL DISCUSSION** between Jim and Paul with Participant Q & A
- 4:55 Wrap-Up

Program Descriptions:

YOU CAN SELL MORE! HOW TO INCREASE YOUR SALES IN TODAY’S NEW REALITY

Jim Pancero, President, Jim Pancero, Inc.

Business is recovering and rebuilding. Today's buyers are redefining what they want and value from their suppliers. How much are you changing right now? Tougher times requires a tougher sales team. Most markets were hyper-competitive already before COVID-19 even started. Buyers were becoming harder to reach, less loyal and more price sensitive. How are you adjusting your selling efforts to successfully rebuild your customers and our economy? Join sales expert Jim Pancero as he shares the latest tools, structures and processes that can help your team to gain a competitive edge and increase sales. Because after all...you can always sell more!

At the end of this presentation, participants will be able to

- Improve your message of value and uniqueness
- Gain more control of your selling success
- Evaluate your selling skills to help identify areas to strengthen and improve

VALUE-ADDED SELLING: THE PSYCHOLOGY OF DECISION MAKING

PAUL RIELLY, PRESIDENT, TOM REILLY TRAINING

A traditional view of economic decision-making is that humans are calculating machines that seek to maximize their outcomes. But humans are not calculating machines. Our decision-making process is not purely rational and logical. In this program, we explore the dynamics of buyer decision making and how it relates to price. Here are the topics covered:

- The ten dynamics of buyer decision-making
- Understanding how the buyer defines value
- The psychology of price shoppers
- The latest research on price sensitivity
- How to sell value added

At the end of this presentation, participants will be able to

- Describe the internal and external forces that help shape decisions;
- Discuss the specific characteristics of price shoppers;
- List three ways the customer defines value;
- Describe the top three reasons why buyers object on price; and
- Name ways they can change the conversation with price shoppers to guide it down a path of value.

Value proposition for this program: When participants gain a deeper understanding of buyer decision making, they will present a more compelling reason for the buyer to choose your alternative while protecting profitability.

About our Presenters



Jim Pancero, President, Jim Pancero, Inc

Jim is a successful sales and sales leadership speaker, trainer and consultant for almost 40 years, helping distributors and equipment manufacturers increase their competitive advantage as well as strengthen their sales leadership skills. He has been one of the highest rated faculty members, for the last thirteen years, at the University of Innovative Distribution.

Learn more about his programs at <https://pancero.com> and his special webpage offering sales and sales leadership ideas to help you through this challenging time at <https://pancero.com/virus>.



Paul Reilly, President, Tom Reilly Training

Paul began his sales career at the age of 16 in St. Louis, MO. He has sold car washes, painting services, jewelry, propane, construction tools and fasteners, and medical equipment. Paul has over fifteen years of business-to-business sales experience. For six of those years, he sold tools and fasteners for the Hilti organization. Paul joined the Hilti Master's club in 2010 and was recognized in 2011 with Hilti's three- million dollar sales club. Paul Reilly is a salesperson at heart.

Learn more about his programs at <https://tomreillytraining.com/>.