

Business Development Selling Strategies Workshop



This workshop core focus will enable sales managers and sales reps to sell more for more and provide a pathway to help follow up on qualified leads and existing customers.

It will also address the current and future state of print in business and the challenges and opportunities surrounding print in a multi-channel world.

Finally, the business case around the cost and value of print will be addressed to help navigate pricing objections.

The workshop will show how graphic communication solution providers can leverage a business development approach to develop custom sales approaches for your customers!

All of the information shared in this workshop will point directly to an idea that your customer's future can be influenced by your ideas and actions.

The two-day program will cover the following topics:

- a. **Turning Trends into Opportunities**
- b. **Print's Role in the Business Process of Today and Tomorrow**
- c. **Who are the Buyers**
- d. **Selling Jobs vs. Selling Programs vs. Selling Solutions**
- e. **Covering a Territory**
- f. **Customer Solution Development Project**
- g. **Going Forward Actions**

The program also consists of a pre-workshop webinar and questionnaire as well as a post-workshop coaching webinar.



Program Deliverer:

Peter Muir - Bizucate

Peter Muir, President of Bizucate, Inc., is an educator, consultant, marketer and motivator who helps individuals and organizations find profitable opportunities through multi-channel communications.

With more than 22 years of educational design and business coaching experience, Muir is well known within the Graphic Communications industry as a source of information and inspiration. He initially started Bizucate as a way to channel his passion for and knowledge about Graphic Communications toward helping companies learn, grow and increase their profits.

Over the years, his expertise has expanded to encompass technology, strategy and marketing in a variety of vertical markets and other industries.

Warning:

This is a workout... you will work hard in this 2-day session... but the outcome will be an approach or improvement plan you can use to grow your existing business and your customer's business too—through a business development sales approach!

Dates: January 31 and February 1, 2018

Member Cost: \$600/person

Non-Member Cost: \$900/person

Contact the MPIA to register

**call: 204-272-5022 or
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www.mpia.ca**