



Webinar: Introduction to Collaborative Selling

How many conversations and face-to-face meetings does it take before your sales process becomes the customer's standard for doing business? Have you ever won the project of your dreams by submitting a blind bid? And when does relationship selling finally pay off? Will any of these techniques generate the high margin projects that will set your business apart?

In this two-hour hour webinar we will explore the nature, methods, and implications of applying collaboration techniques to the traditional project or enterprise sale.

Collaborative Selling is the process of creating opportunities for success by matching what you sell to what the customer needs. Most audiovisual companies apply its antithesis: *transactional selling*, where the customer's needs are bent to vendor's supply. Collaborative Selling is not right for every customer or sales agent, but when it is - then no other sales technique works better. The result is often large, no-bid projects that will challenge the resources of your organization, but will lead to sustainable growth. You may already have collaborative clients but are not recognizing them and therefore not leveraging the advanced opportunities that exist.

Fee Structure:

The base fee for this event is \$2500.00 for the first ten attendees, plus \$150.00 for each additional attendee. For more information or to learn about in-person options, contact Tom Stimson: tom@trstimson.com 214-553-7077

