

PUBLIC WORKSHOP



Are you...

- Being commoditized by your customers, constantly asked for price concessions?
- Struggling to gain access to higher-level decision makers that are able to buy your value?
- Trying to improve margins by getting your customers to appreciate the value you offer?
- Working to send a new strategic message to the marketplace, as well as ensure it's presented with impact to the right audience?
- Looking to adopt a truly consultative approach – one that leverages a consistent, visible sales process?

If so, you may benefit from attending IMPAX Corporation's Public Sales Workshop.

THE PUBLIC WORKSHOP

This course will help to position you as a trusted advisor to customers and prospects. We'll provide the necessary tools for developing powerful, value-based relationships with your customers.

Over the course of three days, you'll work on a live opportunity in your pipeline, progressing through these key elements of the sales process:

Select: Assessing prospects and opportunities to select optimal pursuits.

Understand: Efficiently and effectively understanding your customer' or prospect's business and needs.

Access: Leveraging your research and relationships to gain the right kind of access.

Advance: Developing and delivering compelling, customer-focused presentations to advance the opportunity.

Public sessions begin 8:00 AM Day 1 through about 3:00 PM Day 3. See impaxcorp.com for future dates.

Who Should Attend?

- Sales Managers &/or Sales Professionals interested in learning the fundamentals of selling value
- New hires in organizations that have already been trained in the IMPAX Sales Process
- Sales organizations considering implementing a value-based consultative sales process for selling & managing accounts

Registration Information

The cost to attend is \$1,995 per person.

To register, [visit our website](#) or contact Tammy Ubl directly (763-576-1434 or tubl@impaxcorp.com)

