



American **SUBCONTRACTORS** Association of Minnesota

CONSTRUCTION SALES TRAINING *Beat the economic slow down!*

Continental Breakfast Served

WHEN: Wednesday, April 18, 2012

TIME: 7:30 Registration, Program 8:00am - 11:00am

WHERE: Mendakota Country Club,
2075 Mendakota Dr, Mendota Heights, MN 55120, ph. 651-454-2822

PRESENTER: Tom Woodcock, nationally known construction sales trainer



1. **Beating the Low Bid Game:** *Stop letting price be the determining factor in winning projects*

This topic deals specifically with the pressure to always be low. Learn the sales tools necessary to get the inside track in the bidding process. The goal being to consistently win projects and raise profitability on those projects. The most common mistakes made in bidding are revealed and countered.

2. **Why Buyers Buy:** *Dealing with overcoming the price objection*

Discover the reasons people choose to business with you. Understanding people's buying motives and hot buttons while applying proven sales practices gains greater results. Gain insight into how your customers truly view you and how to improve your position in their eyes.

Take Advantage of this Unique Opportunity... Register Today!

Register via Fax 763-413-1131, Email info@asamn.org or standard mail

Please remit to ASA-MN, 16112 Wake St. NE Anoka, MN 55304.

For more information contact the office: 763-413-0669 email: info@asamn.org Fax: 763-413-1131

Registration Form

>>> Please Respond by April 6 <<<

Attendees :: Attach another sheet for names if needed	ASA Member (s) & Guests \$65 p.p. Due \$
Company	Please remit to ASA-MN ___ I have enclosed a check or ___ Charge me: ___ VISA ___ MC ___ Disc ___ AMEX
Phone	Name on credit card _____
Email	# _____
Street	Expiration ___/___ CID # _____ Billing Zip Code _____
City/St/Zip	Signature _____



American Subcontractors
Association of Minnesota
16112 Wake Street NE
Anoka, Minnesota 55304

“CONSTRUCTION SALES TRAINING”

April 18, 2012
See Inside for details...

Presenter: Tom Woodcock



Author, and critically acclaimed speaker, Tom Woodcock is known as one of the most dynamic sales trainers and consultants in the sales industry. Each year he speaks to thousands of people about how best to use his techniques and skills to compete in today's intensely competitive economic climate. With over 20 years in the business, he has mastered the art of negotiation and gives you the tools to do it too!

Tom's personal sales success is well documented and highly regarded. At nineteen, Tom took a \$150,000 equipment territory and grew it to \$2.5 Million in one year. While at Caterpillar, he grew his territory from \$2.5 Million to \$10 Million within 18 months while raising margins by 2%. Working on an even larger scale, Tom trained 325 sales reps for a \$750 Million nationwide equipment firm. Tom knows how to get people to buy and manage a territory to success!

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