



WATERPRO
DEVELOPMENT

Entertaining Business Training
for Water Professionals

From *Order Taker* to **TRUSTED ADVISOR**

NEEDS-BASED SELLING SKILLS FOR WATER PROFESSIONALS

"This is the way we want all our people selling."

Mike Schaefer, Owner
Schaefer Water Centers

REGISTER
NOW

"Our sales were up 68% in 2010 because of what we learned in this class. We're closing nearly every prospect we talk to. We know the right questions to ask to get the customers involved. This approach takes less time and the customers are happier. ☺☺"

Paul Imhoff Owner, Always Soft

**Hellenbrand Dealers
Sales Training**

Chicago, IL
May 18 – 19, 2011
8–5
Seating is limited

2 Day Seminar
Fee \$675

ONLY \$595

if received by April 30, 2011

REGISTER NOW





Top sales professionals set themselves apart by “connecting” with people and building trust faster. They close more sales by making people feel comfortable choosing them. In this course you’ll learn how to **make the jump from sales rep to trusted advisor** and win more business by having a better conversation from the very first word.

LEARN HOW TO:

- **Connect with people more easily**
Close sales easier (no pressure, no hype)
- **Clearly explain the value of your product**
- **Uncover each prospect’s unique buying process**
- **Respond to objections about price, big box stores, Internet ads, and more**
- **Close sales with less stress and zero risk**
- **Execute a proven sales process**
- **Build trust with anyone**
- **Act like business owners, not just employees**

“This training really is different and better than what has been offered in the past. Our dealers can use it the second they leave room. We sponsor these classes because they pay for themselves many times over.”

~ Patrick Ford, VP Sales, Hellenbrand

HELLENBRAND DEALERS SALES TRAINING

REGISTER

WHAT IS NEEDS-BASED SELLING?

Distilled from the experience of four top water treating professionals with over one hundred years of sales experience, this program has cutting edge selling technique custom fit for the water industry.

Face it, when the game is on the table, and there’s real competition you need to outsell the other guy.

No scripts here, just a process that works with anyone, because it lets the customer “drive the bus” while you show them the choices. They appreciate not being pushed, or talked down to, and you get to close more business sooner by giving them “control.”

Today your prospects have more information about products and prices — and more confusion. They have higher expectations and more choices than ever. Worse, they’ve seen the high pressure tactics and hocus pocus tricks so they’re skeptical.

But no matter how good you are at water treatment it won’t help if they don’t choose you.



Don Akers is a principal at Water Pro Development, a company that offers a full line of business skills training for water professionals.

In 2008 Hellenbrand dealers called his approach, “A breath of fresh air – not the same old high pressure tactics.”

His technical sales savvy, gained from over fifteen years of award-winning Fortune 100 experience -- and working with clients such as Shell, Texaco, UBS Paine Webber, Western Union, and an Olympian -- have given him unique and valuable insights.

That, combined with Don's industry-outsider status (he’s a water treatment customer, not a former dealer) quickly made him a recognized expert on what to say in order to influence customers.

Dealers gave his programs the highest ratings of all speakers at the WQA, EWQA and the South Atlantic Well Drillers Association meetings.

