



WATERPRO
DEVELOPMENT

Entertaining Business Training
for Water Professionals

**From Order Taker to
TRUSTED ADVISOR**

Hellenbrand Dealers Sales Training

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

REGISTER NOW

2 Day Seminar Fee \$675
ONLY \$595

if received by April 1, 2011

Check mark and fill in the blank fields before you print it.

YES, I will attend! Please charge my credit card for \$595 for early registration. (\$675 after April 11, 2011)

Name: _____

Company Name: _____

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Comments: _____

Credit card #: _____

Exp.: _____ CVS: _____

Name on Card: _____

“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

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.

Fax to 281-360-2533

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**