

GIVING BACK TO OUR MEMBERS

THE POWER OF VALUE-ADDED SELLING

FEATURING PROFESSIONAL SPEAKER, SALES TRAINER, AND AUTHOR PAUL REILLY

 **Location: Belvedere Banquets 1170 West Devon Elk Grove, IL**

 **Date: Thursday, November 2nd, 2023**

 **Time: Registration 8:00 a.m.-8:30 a.m. Seminar 8:30 a.m.-4:30 p.m.**



\$125 MWFA MEMBER FEE: INCLUDES FREE ADMISSION, LUNCH AND LEARNING MATERIALS

\$250 NON-MWFA MEMBER FEE: INCLUDES ADMISSION, LUNCH AND LEARNING MATERIALS

In today's competitive market, standing out from the crowd is crucial for sales success. But how do you differentiate yourself and overcome price sensitivity? Introducing Value-Added Selling, a game-changing strategy that allows you to outsell the competition while maintaining profitability.

Join us for a tone-setting presentation on Value-Added Selling and learn how to implement this winning approach. In this full-day training, we'll cover essential topics that will transform your sales game:

- **Introduction to Value-Added Selling:** Understand the concept and its importance in today's market.
- **Defining Value:** Discover what sets you apart and why customers should choose you.
- **Identifying Your Value Added:** Uncover the unique value you bring to the table.
- **The Profit Impact of Value Added:** Learn how value directly affects your bottom line.
- **The Three Dimensions of Value:** Explore the key dimensions that make up your value proposition.
- **The Value-Added Selling Process®:** Master the step-by-step process to sell your value-added solution.
- **Communicating Your Message of Value:** Effectively convey the value you offer to customers.
- **Presenting Your Value-Added Impact:** Showcase the tangible benefits of your solution.

By the end of this session, you will:

- Utilize the value formula to present a compelling solution.
- Differentiate your value-added solution from competitors.
- Take proactive control of sales conversations.
- Explain the three dimensions of value.
- Demonstrate three effective ways to sell your value-added solution.
- Detail the 4 Ps of the value-added presentation.



Don't miss this opportunity to gain a competitive edge in today's challenging market. Register now for our Value-Added Selling training and unlock your sales potential!

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REGISTRATION

COMPANY: _____

COMPANY REPRESENTATIVE: _____

E-MAIL: _____

ADDITIONAL ATTENDEES: NAMES: E-MAIL:

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PAYMENT ENCLOSED (CHECK ONE): _____ BILL CREDIT CARD: _____

CREDIT CARD NUMBER: _____ EXP. DATE: _____

SIGNATURE: _____ AMOUNT: _____

TO REGISTER ONLINE GO TO WWW.MWFA.NET OR SCAN THE QR CODE



REGISTER EARLY!

**REGISTRATIONS MUST BE IN NO LATER THAN OCTOBER 19TH, 2023 TO ALLOW PRINTING OF LEARNING MATERIALS.
MAIL FORM TO: MWFA | P.O. BOX 5 | LAKE ZURICH, IL 60047 OR FAX TO 847-438-7580**