

# EDUCATIONAL OPPORTUNITIES FOR YOU AND YOUR TEAM!

January 13, 2010

Hudson Golf Course -  
201 Carmichael Road

The St. Croix Valley Home Builders Association invites you to join us for 1 or 2 of the classes being offered from Kirby Nocker, President of RKDN Consulting Group, LLC; a firm specializing in helping organizations and companies take that next step in their success by becoming more efficient and productive.

Kirby takes a practical approach to improving a sales organization's efficiency and productivity; relying on vast personal experience, observation and research. He strives to make each of his presentations, workshops and seminars **both fun & educational!**

Each class is approved by the Wisconsin Department of Commerce for **2 continuing education credits** for your Dwelling Contractor Qualifier...but everyone is encourage to attend one or both classes!



## Creating Value in Your Business...How to Take Price Out of the Equation!

**8:00am-10:00am**

Today, more than ever before, competition has moved closer together. Many companies can make legitimate claims to having quality with their products. At the same time, pricing has become very competitive and most companies can compete against one another from a pricing standpoint. Because of these two factors, it has become increasingly important for companies to find ways to separate themselves from their competition. One very effective way to separate one's company from the competition is to sell the "value" of doing business with your company.

This 2-hour course discusses what selling "value" actually means. Builders & suppliers will learn the importance of selling value, rather than price, and how it can have a positive impact on their business. Examples will be discussed to show how companies can examine their own business model to find ways of selling value using the strengths of their organization & their personnel.

## Anatomy of a Sale...Stop Being an Order Taker!

**10:30am-12:30pm**

For the past 20 years, builders and suppliers have enjoyed some of the best times in their history. During this time, the market was saturated with buyers and salespeople did not have to work very hard to find customers/clients. Unfortunately, during this period of "hot" economy, sales organizations became lax in their sales techniques and salespeople forgot about the basics of how to sell. Now that the economy has grown soft, many salespeople are now struggling to find new customers and subsequently, complete the sale once they have a prospect.

This 2-hour course re-trains salespeople on the basics of good selling techniques. Salespeople will learn the complete sales process from prospecting to needs discovery, and developing and delivering proposals. Salespeople will also learn how to manage their jobs, from setting goals to meeting plans and customer maintenance.

ST. CROIX VALLEY HBA

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### To Register: \$20/class for Members..or..\$25/class for Non-members

Name of Class (**circle one**): Creating Value in Your Business / Anatomy of a Sale / Both

Company Name: \_\_\_\_\_ Name: \_\_\_\_\_

Wisconsin License/Certificate # (UDC Qualifier): \_\_\_\_\_

Additional Names: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment: check or credit card** (Visa or MasterCard accepted)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Address on Card: \_\_\_\_\_ Zip Code: \_\_\_\_\_