

# CALSAFE PRESENTS

## BRUCE CARTER — SELL TO WIN SEMINAR

**\*\*FOR THE FIRST TIME EVER BRUCE HAS AGREED TO DO A WEB MEETING FOR AN HOUR OR SO, A WEEK AFTER**

**JUNE 11**

Association Resource Center  
950 Glenn Drive, Suite 150  
Folsom, CA 95630

**JUNE 13**

Jorgensen Company  
2467 Foundry Park Avenue  
Fresno, CA 93706

**JUNE 15**

Holiday Inn  
Diamond Bar 21725  
E Gateway Center Drive,  
Diamond Bar, CA 91765

**\$115 per person | 8:00am – 4:00pm**

**Lunch is provided**

*Limited space, availability limited at each location, applications will be accepted on first come first serve basis*



**Sponsored in part by CALSAFE to make it available at a member benefit rate.**

The "born salesman" ...we all can think at of at least one of them, can't we? The guy guy or gal that has all those magnetic qualities that makes telling them "NO", all but impossible. The real truth of the matter is though that there really are no born sales people...just as there are no "born" doctors, born writers or born web site designers. Selling is a collection of specific skills which must be learned, practiced and perfected in order to be successful. Selling is something that anyone with a desire and a willingness to learn can be successful at.

### SELL TO WIN!

is the fire protection industry's premier training program that teaches just those skills – the ones vital for selling success in today's competitive sales arena.

- Hot Tips for Cold Calling.
- Delivering a Super Professional Sales Presentation.
- Handling Those Difficult Customer Objections.
- Closing Strategies That Put You in the Big Dollars

For a training program packed with practical content delivered with pizzazz that will have a positive and lasting effect on your team - **SELL TO WIN!** gets results!



### JUST SOME OF WHAT YOU WILL LEARN

The Common Characteristics and Qualities of the **TOP PRODUCING SALES/SERVICE PEOPLE** in the fire protection industry.

- How is it possible that a route sales and service technician can actually be much more effective at generating new business than even a seasoned coat and tie sales representative? (It is possible... very possible!)
- A formula for handling these and other annoying **OBJECTIONS** that have been stopping you dead in your sales tracks for years:
  - "The fire inspector was just here...he didn't say we needed it..."
  - "I'll think it over..."
  - "Your price is too high..."
  - "I need to run it by my boss ..."
- The vital importance of a **WINNING ATTITUDE** and a terrific formula for developing and maintaining one.
- **PLUS MORE...**

#### Registration Options

Select event date below. Use additional form if registering more than four.

- June 11 • Folsom ..... # registrants \_\_\_\_\_ @ \$115 ea \_\_\_\_\_
- June 13 • Fresno ..... # registrants \_\_\_\_\_ @ \$115 ea \_\_\_\_\_
- June 15 • Diamond Bar .. # registrants \_\_\_\_\_ @ \$115 ea \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Company \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

#### Payment Options

Check Payable to CALSAFE/Check # \_\_\_\_\_  MasterCard  Visa

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

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Card City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Mail to CALSAFE Seminar 2467 Foundry Park Avenue, Fresno, CA 93706  
Register online ~ [www.calsafe.com](http://www.calsafe.com)