



jointly present

# Sales **EXPANSION** Forum

## 4-Part Series

Back by popular demand this forum is geared specifically to the sales function. Each event will be taught by subject experts. The series will address these critical sales management questions:

- How do I comprehensively evaluate my sales development situation?
- How do I manage my sales personnel? How do I motivate and reward them?
- How do I set up a sales rep organization and make it perform?
- What does an effective lead generations system look like? What is critical to its success?

### As Heard From a Previous Participant in the Series:

“ MANTEC’s Sales Expansion Forum helped me plan how to set strategy for increased sales once we are through the current economic slump. I learned how to more effectively use leads to increase my customer base, as well as increasing sales with my existing customers.” - Richard Reisinger, Independent and Specialty Sales Manager, Wilton Armetale

**WHERE:** Adams County Economic Development Corp. 1300 ProLine Place Gettysburg, PA 17325

**TIME:** 8:00 - Registration 8:30-10:30 - Program

**COST:** \$50/session/person OR \$150/person for 4-part series! Light breakfast included

**REGISTER:** [www.mantec.org/events.cfm](http://www.mantec.org/events.cfm)

Choose Sept. 24- 4 part series link or individual dates for a particular session

**QUESTIONS:** Fred Botterbusch 717-843-5054 x251 or [fred@mantec.org](mailto:fred@mantec.org)

### Sept. 24- How to Prepare for Sales Expansion



Presenter:  
Drew Ortyon  
Precision Catalyst

Ready, set,..... Wait! Are you ready to sell? Before your sales people can go into high gear, your business must get them to the starting line. This session will help you to prepare your sales organization to sell by clearly defining your market position, and how they can deliver value to your customer.

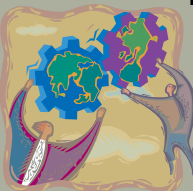
### Oct. 8- Building a Superior Sales Force



Presenter:  
Ed Staub  
Staub & Associates

Managing your sales people involves more than just providing motivation. You know that they are the key element in differentiating you from your competition. Come learn the core competencies of successful sales professionals, and the hidden weaknesses that sabotage sales success.

### Oct. 22- Create an Effective Sales Rep & Distributor Program



Presenter:  
Connie Palucka  
Catalyst Connection

Are you utilizing the best mix of in-house sales people, sales representatives, distributors and direct marketing to effectively grow a relationship with your customer? Find out how you can increase your ability to manage your sales effort across various territories and markets to optimize your results.

### Nov. 5- How to Generate Sales Leads and Turn Them into Sales Revenue



Presenter:  
Denny Cathcart  
Synergistic Industry Relationships

Does cold calling give you chills? There are plenty to ways to reach out to potential customers, and making cold calls is only one of them. At this forum session, you will be introduced to a number of effective methods and processes to turn that prospect into a successful business relationship.