

Selling Commercial Service Agreements at Higher Margins

Featuring
Industry Expert
Earl King

What You Will Learn

- Sure Fire Appointment Setting
- Making The Initial Call
- Surveying For Sales Info
- Building Professional Presentations
- Cost Justification
- Dealing With All Personality Types
- Objection Handling
- Building A Sales Kit
- Closing The Tough Ones
- Fighting Competition



Virtually every aspect of selling high-margin commercial service agreements is covered extensively by the world's leading expert. This intense program has been attended by thousands of commercial service companies (and those wishing to move in this direction). Selling techniques specific to commercial service agreement sales in today's tough markets are unfolded.

About Earl King



Earl won his first national sales contest at the age of 17. He was the national sales champion at Honeywell for four years, back to back. Two years as a branch manager; #1 in sales and #1 pre-tax

profit growth.

As a regional director and later, a national sales manager, Earl wrote and/or contributed in the development of the selling techniques for the commercial division.

As VP at MCC Powers, Earl realigned the national service agenda. He founded the United Service Alliance (USA), the largest network of independent,

commercial contractors. He has been a consultant to numerous Fortune 500 companies such as Carrier, Trane International, York, TAC, Schneider Electric, Otis Elevator, Johnson Controls and McQuay.

He has been a featured speaker numerous times at ACCA, MCA, MSCA, SMACNA, BOMA, and IFMA. Earl has written more than 75 feature articles for Contracting Business, Contractor Magazine, and A/C and Refrigeration News.

As a professional speaker and consultant he has trained sales professionals from 32 countries and all 50 states. His hard-hitting message, Service PROFITS With a Smile, always hits the target with side-splitting humor and real-life experience.

Questions?

Email Janet Thomasson at janet.thomasson@serviceroundtable.com or call 1-877-262-3341.

Event Details

When

December 6, 7, 8, 9

Arrive Evening of December 6, 2009

Depart Afternoon of December 9, 2009

Where

American Airlines Training & Conference Center

Dallas-Ft. Worth International Airport

Free shuttle from DFW Airport

Cost

1st Attendee..... \$750

2nd Attendee (same company) \$650

Includes continental breakfast, lunch and snacks each day plus one dinner outing.

Enrollment

First Name _____

Last Name _____

Email _____

Phone _____

Company _____

Address _____

City _____

State _____ Zip _____

of Attendees from your company _____

Credit Card Type: Mastercard Visa Amex

Name on Card: _____

CC Number: _____

Expiration: _____ Total Amount: _____

Signature: _____

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817-796-2773