Morgan Training Co., LLC announces a special public session in Detroit, MI   August 13th-15th, 2019

Register by July 11th and save $400

Call (805) 440-3490 or (714) 345-6260 to register!

MORGAN TRAINING COMPANY
COMMUNICATION AND SALES SKILLS
FOR TECHNICAL PROFESSIONALS

"Effective Communication, Sales & Negotiation Skills for the Technical Professional"

Do you or your technical professionals (sales engineers, application engineers, project managers, service engineers, etc.) need help in...

...qualifying sales opportunities better, so they're not wasting resources chasing low probabilities (but what might be exciting engineering challenges!)

...dealing with their affinity for solving problems which often results in giving a lot of unpaid consulting in the hopes that business will follow (or the customer will "like" them)

..selling and competing on value and solutions as opposed to technical features, benefits and price

...managing the "soft" issues (people, relationships, politics, etc.) that can trump the best technical solution

…following a selling/persuasion process that delivers consistent results

…delivering concise, focused messages ("Tell it in 10 slides, not 40!")

At this course you will acquire a set of tools, techniques and strategies you can apply immediately, including:

➤ A nine-step sales process that works in a technical environment
➤ How to recognize and control "selling" opportunities inside and outside your organization
➤ Communication strategies to determine the actual needs of your customer or colleague
➤ Three crucial elements to build rapport and get to the real issues quickly
➤ How to question and listen more effectively
➤ Five key actions to get colleagues and customers to make and keep commitments
➤ How to avoid doing free consulting in hopes of securing business
➤ How to avoid assumptions and confusion
➤ How to sell a solution as opposed to touting your features and benefits
➤ How to separate a "real opportunity" from a "resource drain"
➤ Eleven key questions that get you to the heart of an issue in almost any situation
➤ How to get people to feel urgency and take action

Intended Audience: Technical sales team members and any other technical professionals who interact with internal or external customers and are involved in "selling" their ideas, projects, or products.

Comments from Past Participants:

"If you take only one course in the next 10 years, make sure it is this one!" — Mike Chenery, Vice President for Advanced Product Engineering, Fujitsu Computer Products

"This was a fabulous course. The instruction was great and the tools that you learn will be valuable in many positions. Clearly the best training I have ever attended."--Thomas Hackbardt, Sr. Account Manager, Robert Bosch Corporation

"Excellent…it adds structure to something that most engineers don't realize is a process that can be systematically followed with results." ---John Williams, Sales Engineer, TI

"Again, I'd like to offer a sincere "Thank You" for helping us at EduNeering. Your training session was, by far, the BEST sales training session I've ever attended (including those by Miller Heiman, Tom Hopkins, Brian Tracey, etc.)" —Eric Satterthwaite, National Account Director, EduNeering, Inc

"Absolutely phenomenal take-aways! I would recommend this course to everyone I know! Easy to use information that is relevant to my daily tasks! Thank you so much!!" ---Bethany Mastin, Program Quality Engineer, Boeing Satellite Systems

"This course was so good that I've been to it twice—and I brought it in-house at Phillips for my colleagues to attend. It's a must for us to remain competitive in today's tough market!" ---Scott Blum, RF Applications Engineer, Philips Semiconductors

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Morgan Training customers include **Robert Bosch, STERIS, Siemens, Akebono, Ricardo, Honeywell, Staubli, Dassault Systemes, ETAS, Gamma Technologies, AVL, and Boeing** to name a few.

Master the "soft side" of your business and learn how to:

- Promote your ideas, concepts, and projects to management
- Sell complicated, technical products and processes to skeptical prospects
- Win resources for your technical group, project, or program
- Get customers and colleagues to accept and "buy in" to your ideas
- Help the customer see beyond price

Today's competitive business environments require that technical professionals be able to "sell." Internally, you sell as you compete for resources, advance your projects and careers, get buy-in to ideas and strategies, and promote change. Externally, you may participate in the selling of products, services, or projects to existing and potential customers. *Do you have a well-defined process to follow and do you and your customer facing personnel have the necessary skills to implement the process successfully?* If not, you may be struggling with some of the hazards of ineffective selling skills in the technical environment, such as doing "un-paid consulting" in hopes of attaining business, chasing after poorly qualified opportunities, caving-in on price, and chasing after decisions.

This course focuses on the communication, sales and negotiation skills that are necessary to be an effective "business developer". **It promotes a consultative, "win-win" approach to selling and business issues in general, designed especially for technical professionals.** The focus is on increasing your professional as well as personal effectiveness through:

- ➢ The systematic application of a logical process
- ➢ An understanding of the human elements involved
- ➢ The acquisition of the necessary skills, methodologies, strategies, and techniques

Through self-assessment surveys, participants learn about themselves (behavioral/personality style; internal "scripts"; preferred information processing modes) and how to be more effective in dealing with colleagues and clients who are different. Best practices are stressed along with a set of tools and techniques that can be applied immediately to improve your confidence, credibility and effectiveness when interacting with customers. Industry specific examples are cited to assist with the application process.

Click here for a Course Description. Contact us (laura.hyde@morgantraining.com) to receive a detailed agenda.

Location: Detroit, MI (Novi area)

Dates/Times: August 13th-15th, 2019. T-W: 8:30 to 5:00; Th: 8:30-3:30

Cost: $2,385 (USD) per attendee. **Register by July 11th for a $400 discount!!!** This includes daily continental breakfast, lunch, morning and afternoon breaks, and all training materials. (Participants will receive a 200+ page workbook containing class notes, handouts and reference material.)

Registration: You may register by telephone *(805) 440-3490* or *(714) 345-6260* or e-mail a completed registration form to laura.hyde@morgantraining.com . Please let us know if you will need an invoice. Payment in full is required before the commencement of the workshop. Cancellations received within three (3) weeks prior to the start of the workshop will be subject to a 50% cancellation fee. Space is limited to insure quality. Reservations are on a first come, first serve basis. Please contact us as soon as possible if you're interested.

Additional Comments from Past Participants:

"This is by far the best work-sponsored training I have ever attended. The communication aspect was outstanding!" -- Ed Thompson, GM Account Manager, Bosch Rexroth

"The best "sales training" I've been through. Directly relevant to selling our technical products and services." ---Richard Botelli, General Manager, Dassault Systems (formerly Abaqus Inc.)

"This training really brings light, clarity, and order to a previously mysterious process of customer interaction and sales." --Christine Lorenz, Sr. Member Technical Staff, Siemens

"Excellent. Every engineer should take this course. Great insight into people and how to interact with them so everybody wins." --T. Alex Lee, Project Engineer, Honeywell

Click here for more client stories and testimonials.