



**Half-Day Professional Development Session**  
Winnipeg – October 18, 2018 – Viscount Gort, Winnipeg



**WORKSHOP LEADER**



**ALICE WHEATON**

Alice Wheaton helps organizations thrive by improving the performance of their people and processes. Her work is primarily in the fields of sales, customer service, influence and negotiation in relation to leadership and performance. She emphasizes how to ensure people actually change their behavior and attitudes in order to be more effective. Alice has a Masters Degree in Curriculum Development and Instruction. Alice Wheaton used her education to develop and deliver numerous highly effective sales programs to thousands of companies and individuals throughout North America.

**What the fees include:**

Your fee includes continental breakfast (morning session), refreshments and materials.

**HALF DAY - Morning and repeated in the Afternoon**

**How to Create New Opportunities and Close More Sales**

*Create New Opportunities and Close More Business:  
Sales Skills to help You Book More Business...faster and easier!*

**Top Performing salespeople are vital to the success of any company because they generate a steady supply of income for their company and in so doing provide the CEO with something to sell...performance, the essence of their company, to bankers, brokers, shareholders and employees.**

During this workshop the participants will learn how to attract, develop, and keep high quality clients.

*"CEOs, who avoid cash-flow-crunches, have a sales team with consistent balanced performance so that 'no opportunity is left behind.'"*

*There are only three possible sources of revenue for any company and the process for 'getting more business' from each of them is not a 'one size fits all'.*

*Top Line Performance:*

- 1. New Business from New Clients (Strangers)*
- 2. New Business from Existing Clients (Keepers)*
- 3. New Business from Past Clients (Deserters)*

The best system in the world will fail if the participants are unable to manage the six fears and the six key objections that dismantle their sales efforts. This course uncovers and provides an action plan to eliminate fears and obstacles that come between them and success. The participants will learn why and how, in a meeting, it is necessary for a salesperson to:

- Understand the *Company Nobility*...and clearly articulate that in a compelling manner. Have the clients sit up and listen in the first 10 seconds...and say "Yes" to an appointment.
- Deliberately activate, and then dismantle, the prospect's oppositional agenda: *"I will not be sold to!"*
- Use specific language to advance the sale; learn what never to say.
- Tap into the client's own enlightened self-interest..."what's in it for me?"
- Welcome objections and use them to pull the prospect/client towards you instead of their objections working to push you away.
- Increase chances of getting the appointment from 25% to 75% in five simple steps.
- How to STOP getting Punishment Proposals/Quotes but still increase proposal acceptance

**Schedule:**

	<b><u>MORNING</u></b>	<b><u>AFTERNOON</u></b>
Registration:	8:00 a.m.	12:30 p.m.
Session Begins:	8:30 a.m.	1:00 p.m.
Session Ends:	12:00 p.m.	4:30 p.m.

**Register Today!**

**On-site registrants will not be accepted.**

Complete the registration form attached and fax to 204-897-8094.

Class size is limited to 30 for both morning and afternoon.



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**CIPH Workshop – October 18, 2018**  
**REGISTRATION FORM**

Please complete and fax to 204-897-8094 no later than October 12, 2018.

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**Registrants (Print this form to add additional registrants)**

- 1) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_
- 2) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_
- 3) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_
- 4) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_
- 5) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_
- 6) Name \_\_\_\_\_  Morning  Afternoon  
Title \_\_\_\_\_ Email \_\_\_\_\_

**Company Information;**

Member Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Prov \_\_\_\_\_ Postal Code \_\_\_\_\_  
Tel \_\_\_\_\_ Email \_\_\_\_\_

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<b>FEES –</b>	<b>OPEN to CIPH Members:</b>	Morning or Afternoon - \$125.00
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**PAYMENT METHOD:**

- Invoice – Email to: Name \_\_\_\_\_ Email: \_\_\_\_\_
- Cheque – Payable to CIPH Manitoba Region (Mail Cheque to: P.O. Box 2737, Winnipeg, MB R3C 4B3)
- Visa  Mastercard
- Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_
- Cardholder Name \_\_\_\_\_
- Signature \_\_\_\_\_
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**Canadian Institute of Plumbing & Heating, Manitoba Region**

Contact: Lise Carbonneau, Region Co-ordinator  
Telephone: (204) 295-1512 Fax: (204) 897-8094  
Email: [manitoba@ciph.com](mailto:manitoba@ciph.com)

