



Fundamentals of selling for the horticulture industry

A special seminar offered Nov. 26, 2004

New skills are needed for the traditional seller to survive in today's rapidly changing environment

Are you looking for the silver bullet that will solve your sales woes? It doesn't exist! Today's customers want the total experience: superior solutions to their needs, respect, and emotional connection, fair prices and convenience.

This interactive one-day course takes you through every step of the sales process. You will focus on developing skills to communicate effectively and ensure you address your client's needs and deliver value. The program also covers every phase of selling in order to enhance your skills in asking questions, listening, preparing, cross-selling, up-selling, following-up and helping you succeed as a professional salesperson, ready to meet today's challenges.

The course will be taught by professional trainers José Gonzalez and Alma Tejpar of ACT Ltd. Both have broad international experience helping businesses drive sales and improve margins. Their expertise is specific to the horticulture industry.

**Registration fee: \$175 for LO members,
\$200 for potential members**

Sponsored by:



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January 11-13, 2005

Fundamentals of selling for the horticulture industry

Nov. 26, 2004, LO Horticultural Centre, Milton
9:00 a.m. - 5:00 p.m., lunch included

Register early! Course is limited to 20 participants!

 Fax to: **905-875-3942**

For information call **1-800-265-5656, ext. 306**

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