

Take the PIM Sales Challenge!



Training & Consulting






View Video Introduction by Print Sales Expert Bill Farquharson at pimw.org/sales-challenge

The PIM Sales Challenge is an economical 90-day program for sales people and selling owners designed to drive sales momentum and generate new business.

The PIM Sales Challenge offers a proven process of...

- 1 PERSONAL COACHING**
Three individualized 60-minute coaching calls with selling expert, Bill Farquharson.
- 2 DAILY SALES GOALS**
Set attainable sales goals and upload your results to the Sales Challenge web portal.
- 3 WEEKLY REPORTING**
Receive weekly accountability reports and selling direction.
- 4 INSTRUCTIONAL VIDEOS**
Receive access to four (4) videos per month in a key selling category:

 Month 1 Videos	 Month 2 Videos	 Month 3 Videos
<p>TOPIC: New Business Development</p> <p>Where to Look for Leads Pre-Call Research: How to Get the Appointment An Effective Prospecting Process</p>	<p>TOPIC: Key Sales Skills</p> <p>Time Management Beating Voice Mail Overcoming Objections Consultative Selling</p>	<p>TOPIC: Getting the Order</p> <p>Making Effective Presentations Negotiation Closing Selling the Big Fish</p>

Take the PIM Sales Challenge!



The PIM Sales Challenge is designed for individual sales reps, a selling owner, or the sales manager.

Program Details

- 1** Over 90-days, receive three 60-minute* coaching calls, one per month, with sales expert, Bill Farquharson. Your personal coaching calls will address individual sales challenges and strategize new accounts.
- 2** Set attainable sales goals and record your results each day to the Sales Challenge web portal. Receive weekly accountability assessments and selling direction to keep you on track to achieving your goals.
- 3** Four videos hosted by selling experts, Bill Farquharson and Kelly Mallozzi, are released each month in a key selling category, with each video 20-40 minutes in length. Videos offer case studies and tutorials on key selling principles, specific to the selling of print.

Your Instructors

* Calls may be split into two 30-minute calls per month



Bill Farquharson

Bill is a sales trainer with 35-years of print sales experience, whose instantly-applicable ideas are viewed and valued by thousands of sales people and selling owners.



Kelly Mallozzi

Kelly sold digital print for 15 years before helping printers of all sizes sell more stuff, focusing on client recovery, retention and acquisition, and marketing communications campaigns.

Registration

Members: \$597 per registrant

Non-Members: \$747 per registrant

- Guaranteed to grow sales or your money back!

Get started on the PIM Sales Challenge today by registering at pimw.org/sales-challenge, or contact Kris Davis at 612.400.6208 or education@pimw.org

About Your Sales Coach, Bill Farquharson

“ Your approach is a unique blend of psychologist and cheerleader. Your information is timely, relevant, and important. Your presentation is friendly and approachable, mixed in with the right amount of humor. But most of all, I can feel your passion for what you do and your genuine concern for those you work with. ”

~ Robbie Hunt, Fastsigns