



Beating the Low Bid Game: Construction Sales Training Featuring Tom Woodcock, Seal the Deal Presented by: ASA of Baltimore and ASA of Metro Washington



Wednesday, November 20 ~ 7:30 - 11:00 am (includes continental breakfast)
Loyola College Graduate Center, Columbia Campus
8890 McGaw Road, Columbia, MD 21045

Members: \$75 (\$65 for each additional registrant from same member company)

Non-Members: \$95

NOTE: Non-members who join ASA within 30 days of the event will receive a \$25 refund!

Beating the Low Bid Game

Stop letting price be the determining factor in winning projects! This topic deals specifically with the pressure to always be low. Learn the sales tools necessary to get the inside track in the bidding process. The goal being to consistently win projects and raise profitability on those projects. The most common mistakes made in bidding are revealed and countered.

Author, and critically acclaimed speaker, **Tom Woodcock** is known as one of the most dynamic sales trainers and consultants in the sales industry. Each year he speaks to thousands of people about how best to use his techniques and skills to compete in today's intensely competitive economic climate. With over 20 years in the business, he has mastered the art of negotiation and gives you the tools to do it too!

Common Errors in Construction Selling

Many contractors make the same basic mistakes over and over again when trying to win a project. This pushes them to be price focused and attempt to secure work by cutting margins and corners. These errors are very easily corrected. We will point out the most common and provide answers to solve the problem. Contractors that win projects at strong margins are generally more successful in their sales approach. Practicing these principles are the foundation of a strong sales organization. Selling on price is a loser!

Tom's personal sales success is well documented and highly regarded. At nineteen, Tom took a \$150,000 equipment territory and grew it to \$2.5 Million in one year. While at Caterpillar, he grew his territory from \$2.5 Million to \$10 Million within 18 months while raising margins by 2%. Working on an even larger scale, Tom trained 325 sales reps for a \$750 Million nationwide equipment firm. Tom knows how to get people to buy and manage a territory to success!

Company Name _____	Phone _____
Attendee Names (additional list on back	E-Mail to confirm registration
_____	_____
_____	_____
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# Members \$75 _____ Additional members from same firm \$65 _____	
#Non-Members \$95 _____	
TOTAL \$ _____	
Check or Charge it! Visa ___ MC ___ Amex# _____	
Name on Card _____	Exp Date _____ CVV # _____
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