

Invitation to Increase Your Sales and Profits

Attend Ann Barr's Selling Supplies Seminar

September 24th, 2005 in Irvine, California

You are invited to attend Ann Barr's *Selling Supplies* Workshop on September 24th, 2005 in Irvine, California. Send your sales team to learn this structured, proven successful approach to marketing and selling taught by Ann Barr, author of *Secrets of Successful Supply Sales*, *How to Win the Sale & Keep the Customer* and *28 Days to Increased Telephone Sales*. Your sales team will learn how to sell against discount warehouses, find additional business in existing accounts, write attention-getting opening statements and much, much more. Personalized, small group instruction - this seminar is limited to the first 20 who register. You will interact with other sales professionals who share similar challenges.

How you will benefit

- Learn the keys to making every telephone call more productive!
- Find out what to do when a customer's objection takes you by surprise!
- Discover opening statements that create interest instead of resistance!
- Find out how to avoid six costly mistakes that can reduce profit!

You will take home

A comprehensive 85-page *Selling Supplies* Workbook. . . Value: **\$79.50** *Free*
Sales-building forms, coupons and marketing flyers. . . . Value: **19.50** *Free*
The book *How to Win the Sale & Keep the Customer* . . . Value: **49.50** *Free*
Objections-Response desktop guide Value: **14.50** *Free*
The E-book *28 Days to Increased Telephone Sales* Value: **89.75** *Free*
(Includes Manager's Guide and Workbook)

Guarantee

The results from attending an Ann Barr Sales Seminar have been attested to by hundreds of participants. This makes it possible to offer you a money-back guarantee. If you are not satisfied with the return on your investment, your tuition will be refunded in full.



International sponsors of *Ann Barr's* seminars include The Ricoh Corporation, Gestetner, Savin, Toshiba, Densigraphix, The BTA, The International Imaging Technology Council and IKON Office Solutions. Ann writes a monthly column for ENX Magazine and is editor and publisher of *Weekly Sales Tips*, a weekly e-mailed newsletter. She has written eight books on sales and marketing available at her website www.sellingsupplies.com. Her workshops and seminars are known for helping participants increase sales by up to 50%.

To register, mail the enclosed registration form with your check

\$497.00 U.S. Per Person

\$470.00 each for two or more from the same company

This seminar is sponsored by BTA West and Southern California BTA

And is specifically for resellers of imaging supplies.

For more information call Ann Barr at: 1- (757) 463-0924

This Seminar is limited to the first 20 who register - enroll today!

**Selling Supplies Seminar
September 24, 2005**

Location

**FKM Copiers
5 Studebaker
Irvine, California 92618**

Class Hours

8:30 a.m. To 5:00 p.m.

Sponsors

**BTA West and
Southern California BTA**

Tuition

**\$497 per person
\$470 each for 2 or more from the same
company**

**To find out if you qualify for a BTA
discount, call
Ann Barr at 1(757) 463-0924**

**Or Email
Annbarr3@cox.net**

In This Seminar, You will Discover:

- The three questions you will need to answer before the prospect agrees to talk with you
- Which six steps must be included in your introductory statement
- What kind of questions generate the most information
- The most effective soft-sell approach to use when prospects are happy with their current supplier
- The three most effective ways to handle a price objection
- The best way to find out what is important to customers—before you ask for the order
- Four ways to make your voice-mail messages more interesting to prospects, so they will return your calls
- Questions *not* to ask during follow-up calls

How Much Profit Would You Like This Year?

You are invited to join me for my next seminar/workshop on September 24th in Irvine, California.

I can help you mine all the overlooked assets and opportunities right under your nose. Guaranteed.

If you want to find out exactly how to increase your sales, I can help you. How do I know this?

Read what Peter McManus at Laser Pro in Meriden, Connecticut wrote:

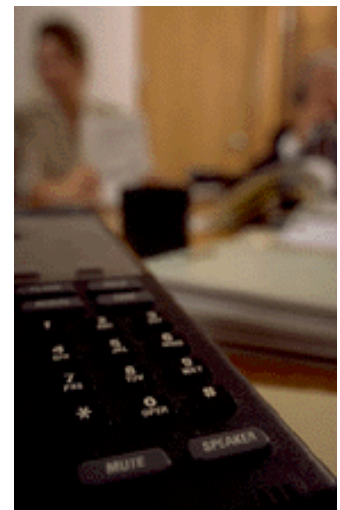
“With Ann Barr’s help, I have learned what I’ve been doing wrong and what to try differently. Following specific tips, I have been able to close on a very large order for a new distributor. Thanks for everything, Ann!”

And Linda Benson in London, Ontario said:

“I started with sales of zero. I finished my first fiscal year as the company’s top producer. This would not have happened without Ann Barr’s help. She was definitely my shortcut to success.”

You may be underestimating the financial potential of your business by 30 to 90%

- There are so many profit opportunities, so much new business available to you if you learn how to harvest them



Call me at 1 (757) 463-0924 and I will give you all the details about this interactive seminar.

- Ann Barr

"Your Shortcut to Success"

- Linda Benson, London, Ontario

"This was the best training class that has ever been offered to us!"

-Catherine Smith,
IMAGETEC,
McHenry, Illinois

Selling Supplies Seminar

"Excellent seminar. Very professional. Down to earth ideas. I was very impressed."

- Dave Abrams,
Imperial Copy,
Randolph, NJ

"I'm looking forward to another Ann Barr seminar!"

- Judi Watson,
Electronic Office
Systems, Fairfield, NJ

"Ann Barr provides real life, instantly useful, hands-on information."

-Ronelle Ingram,
Director of Technical
Service, FKM Copier
Products, Irvine, CA

"After each Ann Barr Seminar, we always have a **boost in sales** and renewal of enthusiasm!"

- Linda Morrow,
VP Operations,
TML Copiers,
Manassas, VA

For more information
call (757) 463-0924

"I achieved 268% of my quota the first year"

"Ann Barr's experience, knowledge and materials provided a perfect blueprint to success for me.

By using her powerful telephone sales scripts, ten-step sales call and handling objections, I was able to become my company's top producer.

With Ann's help, I achieved 268% of my quota during my first year at Doering & Brown!"



Linda Benson achieved 268% of her quota by using *Selling Supplies* strategies and techniques.

"Ann's advice is rock-solid and her seminar can be **your shortcut to success!**"

- Linda Benson,
London, Ontario

"This training is invaluable . . ."

"I had the opportunity of attending Ann Barr's sales seminar two years in a row. I can unequivocally say that **this is the course to take.** The selling tips I learned from those two courses, I use every day!"

"I have been to other seminars but I feel that they pale in comparison. This training is invaluable and I have become very successful with Ann Barr's methods."

Shelley Sterling
Inside Sales Account Manager
Densigraphix
Burlington, Ontario

"Your Seminar Exceeded our Expectations."

"Ann, one week after your seminar, we had a 2-hour phone blitz and sold an additional \$10,638 with a total **sales for the day over \$23,000.00!**"

- Debra Kelley, Aftermarket Sales
Manager, Savin Corporation,
Southfield, Michigan

"Ann, two weeks after your seminar we had a one-day phone blitz and our sales more than doubled. **Your seminar exceeded our expectations!**"

- John Holmes, Aftermarket Sales
Manager, Savin Corporation
Norristown, Pennsylvania

"I have been in telephone sales for nine years, so I was skeptical at first. But I learned so many new techniques in your seminar - **so many things I can do to improve my sales!**"

- Jeannette Slaven, IKON
Office Solutions, Dayton, Ohio

Easy to Follow Steps

"Ann Barr takes the large telephone marketing implementation project and breaks it down into clear, concise, easy to follow steps."

- Cheryl Cox, Sales Manager,
Beatties Basics
St. Catharines, Ontario

Attend Ann Barr's *Selling Supplies* Seminar and discover specific, tangible techniques you can apply on a daily basis to increase your sales!

Seminar Registration

____ Yes! I want to increase my sales and get

5 Free \$SalesBuilding Gifts Valued at \$252.75

Seminar Date: September 24th, 2005	<i>For Resellers of Imaging Supplies</i>
Location: FKM Copiers 5 Studebaker Irvine, California 92618	Tuition: \$497 per person \$470 each for 2 or more from the same company BTA discounts may apply. Call Ann Barr at 1-(757) 463-0924 for more information or email Annbarr3@cox.net
Class Hours 8:30 a.m. - 12:30 p.m. - Class 12:30-1:15 - lunch (included) 1:30-5:00 - Class	Dress: Business Casual

Attendance is limited to the first 20 who register

Seminar participant:

Print Name _____
Company _____
Street address _____
City, State, Zip _____
Phone _____ Ext. _____ Email _____

Names of additional participants:

Make check payable and mail to:
Ann Barr
3419 Virginia Beach Blvd. # 201
Virginia Beach, VA 23452

Cancellation Policy
The registrant is entitled to a full refund, less \$50.00 registration charge, if cancellation is made up to 14 days before the seminar. Individuals who cancel less than 14 days before the seminar will be responsible for the full tuition fee.

My check is enclosed for \$ _____

To Find Out if You Qualify for a BTA Discount, call Ann Barr at (757) 463-0924