

# 25 Best PRINT SALES TIPS Ever!



This 90-minute presentation starts with a five-word question: Why aren't you selling more? From there, it will deliver on its title by giving you 25 ideas for sales growth, managing time, overcoming the "price" and "already have a vendor" objections, teach you better negotiation and closing skills, and inject you with so much motivation you'll want to rush out and make calls! It's a presentation aimed at new reps, veteran reps, selling owners, and sales managers. If your wrist isn't sore from writing down every new idea to overcome your sales challenges, you're not paying attention!

**Kickstart Your Morning!**  
*(Sales Club Members Only)*

In addition to being your presenter, **Bill Farquharson** is also an author and is offering an exclusive discount to PIASD Sales Club members!

Join us at 8:30am and get an extra kickstart session to learning about the best print sales tips from the expert and get a 50% discount on his book "The 25 Best Sales Tips Ever!"



**About The Presenter**  
**Bill Farquharson** 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. Bill's passion for the industry and love of learning comes through with every live presentation.

**Date:** Thursday, April 25  
**Time:** 9am-10:30am  
**Place:** PIASD Offices  
 10650 Trenea Street, Ste. 103  
 San Diego, CA 92131  
**Cost:** \$79 PIASD Sales Club Member  
 \$89 PIASD Member  
 \$99 Non Member

*72-hour cancellation policy; no shows will be billed*

Register online at [piasd.org](http://piasd.org) or complete this form and fax to the number below.

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

Yes, please sign me up to "Kickstart" my morning and receive a copy of Bill's book (\$10)

Check enclosed or being mailed (*payable to PIA San Diego*)

Please invoice me

Please charge my credit card       VISA       MC       AMEX

Card Holder \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_ Zip \_\_\_\_\_

**FAX TO: 858-800-6903**