



Executive Blueprints

~ Blueprints for success ~

AGENDA

Value Selling Workshop

February 15, 2006

9:00 a.m. – 4:30 p.m.

Laguna Cliffs Marriott Resort & Spa
25135 Park Lantern
Dana Point, California 92629

9:00 a.m. – 10:00 a.m.	The FABIO Principle Features – What it is or what it has Advantage – Why this is better Benefit – Why you must have it Image – Brand and Memory Recognition Offer – Where and How to Buy it Now	<i>John Mehrmann</i>
10:00 a.m. – 11:00 a.m.	The Irresistible Offer How to sell you product or service in 3 seconds or less Create the irresistible offer Present it to a thirsty crowd Sell them a second glass Techniques for presenting the fast pitch	<i>Louis W. Mehrmann</i>
11:00 a.m. - noon	Relationship Sales Define your customers (Barnacles to Butterflies) Understanding your Customer Needs Turning Products into Remedies The best presentation is a good discussion Become the customer lifestyle, eliminate competition	<i>Maggie Merante</i>
1:00 p.m. – 2:30 p.m.	Blue Ocean Strategy Define the current competition and market Identify uncharted opportunities Value Curve: Eliminate, Reduce, Raise and Create Unique Sales Values Twenty Questions	<i>Maggie Merante</i>
2:45 p.m. – 4:30 p.m.	Build the Bottom Line, Get Results Active Listening Techniques Confidence and Killing the Competition Presenting Your Menu The elevator pitch, the handshake and the walk Bottom Line Results	<i>Louis W. Mehrmann</i> <i>John Mehrmann</i>
4:30 p.m. -	Wrap-up Q&A Panel, Open Discussion * Private Consultation or Follow-up also available	<i>Panel</i>

* Note – Lunch and Parking are not included in admission to the Workshop, available for purchase from Marriott