

**TRAINING &
ASSISTANCE**

17

SAP&DC
SOUTHERN ALLEGHENIES PLANNING
& DEVELOPMENT COMMISSION

FROM DEFENSE TO OFFENSE

**BUILDING THE SALES FORCE TO
TAKE YOU TO COMMERCIAL MARKETS**



**Build your sales
team and processes
that you need to
succeed.**

**Johnstown (Live)
Altoona (Online)**

**OCTOBER
11 & 18**

Working with the Department of Defense is a different animal than breaking into new markets. If you are committed to keeping your company viable and growing, this SAP&DC offering can be a major first step.

JOIN US OCT. 11 & 18

TRANSITIONING YOUR BUSINESS TO NEW MARKETS

The Southern Alleghenies Planning & Development Commission (SAP&DC) and our regional economic development partners, with the support of the Commonwealth of Pennsylvania, have received a U.S. Department of Defense (DoD) Office of Economic Adjustment (OEA) grant to assist defense contractor's transition into new markets. We are offering the following training to eligible businesses at no cost if company representatives successfully complete the training. (There is a cost to purchase the materials.)



TRAINING TO CREATE AND PROPEL THE SALES ENGINE

SPECIAL

THE FIRST 6 PEOPLE TO REGISTER FOR EACH LOCATION WILL RECEIVE THEIR MATERIALS, FREE OF CHARGE (a \$90.00 value). Only one person per company is eligible for this special offer.

SPONSORS



As you focus on diversifying your company so as not to be too dependent on the DOD, are you finding it more challenging than you first thought? This offering is aimed at those manufacturers who:

- Are not quite clear on how to make the transition in business development from government to the commercial market
- Previously hired a business development rep who had lots of contacts but never delivered contracts
- Hired what appeared to be a good salesperson, but did not know how to properly manage them or how to hold them accountable hence they left leaving nothing behind but lost time and frustration
- You have a salesperson or a team of salespeople, but are not completely sure how to manage them
- You feel you can improve in sales effectiveness but want a focused approach

Part 1: Building the Sales Infrastructure

8:30-11:30

Wednesday, October 11, 2017

2 Locations

Johnstown - In Person instructor

Altoona - Live Streaming Broadcast

Ever hire a salesperson that did not work out? Or, never hired one but want to avoid the most common mistakes? Too many companies hire a salesperson, maybe even a strong one, but they fail because no internal expectations, systems or management are already in place. In this first session, we will discover the sales infrastructure needed in your company to ensure a successful sales department.

- The key mistakes companies make in hiring a sales person
- The cost of a miss-hire
- Defining the role of the sales person
- What are the activities they must do to bring in contracts?
- How do we hold them accountable?
- What are the metrics you'll need to manage to know if you are reaching your goals?
- The crucial role of Sales Management – most companies get this wrong
- Creating a Sales Culture of Excellence
- General strategies for compensation of salespeople

INSTRUCTOR



**JOHN
MOORE**

John Moore founded Moore Power Sales in 1995 with the mission of helping regional companies compete worldwide and yet enjoy the quality of life right here in the Alleghenies. He brings to our region affiliations and licenses from world class, global companies including Sandler Training®, Objective Management Group®, and Target Training International® allowing Moore Power Sales to provide on-going training, coaching and assessments helping clients to grow sales, hire stronger performers and develop the next generation of leaders.

MOOREPOWER
SALES VISION

Part 2: Hiring a Sales Superstar

8:30-11:30

Wednesday, October 18, 2017

2 Locations

Johnstown - In Person instructor

Altoona - Live Streaming Broadcast

In this session, we will lay out the proper system for hiring sales people which is totally different than any other position in your company. By implementing this system your chances for attracting, qualifying and hiring the right candidate go up dramatically, assuming you have built the infrastructure from session one.

- Why typical hiring methodologies don't work for sales people
- What makes your company unique and how to hire for that
- How to search for the right candidates and attract them
- Using a process to assess the candidate pool quickly
- How to qualify and decide who to bring in for a live interview
- How the interview for a salesperson is different and how to adapt
- The final interview and making an offer
- Having an On-Boarding plan

REGISTRATION

Name:

Business Name:

Title:

Years in Current Position:

Address:

Phone Number:

Cell Number:

E-Mail:

Training Location:

Altoona

Johnstown

PLEASE COMPLETE THE CREDIT CARD INFORMATION ON THE BACK AND RETURN IT WITH THE REGISTRATION FORM. We cannot process registration without credit card information.

THIS INFORMATION WILL ONLY BE USED IF IT IS NECESSARY TO:

1. Purchase Materials if you are not one of the first 12 people registered or
2. To assess the "no show" fee.

I understand that I can participate in these training programs at no or minimal cost because the business for whom I work is a defense contractor either directly with the Department of Defense or through a sub contractual relationship with a prime contractor. By my signature, I am certifying that my employer is a prime or subcontractor for the Department of Defense.

signature

date

Please submit this registration form by: e-mail to jreigh@sapdc.org, fax 814-949-6505 att. Jill Reigh or mail to SAP&DC, 3 Sheraton Drive, Altoona, PA 16601.

Once your registration has been accepted you will receive a registration confirmation via e-mail that will provide you with details including the location. If you do not receive a confirmation within 2 weeks of submission of this registration form, please call 814-949-6550 and speak with Jill Reigh.

REGISTRATION - MATERIALS PURCHASE

Card Information

Credit Card Type: VISA MasterCard American Express

Credit Card Number: Exp.Date:

Name as it Appears on the Credit Card:

Payment Amount: **\$90.00** Code on Back of Credit Card:

Cardholder Signature: Date:

Credit Card Billing Address

Street Address 1:

Street Address 2:

City: State: Zip Code:

Daytime Phone:

I understand that the credit card is being assessed by JARI to purchase materials for the Defense to Offense-Manufacturing the Sales Engine Training that will be taught October 11th and October 18th. The materials will be made available at the start of the first class.

REGISTRATION - NO SHOW FEE

Card Information

Credit Card Type: VISA MasterCard American Express

Credit Card Number: Exp.Date:

Name as it Appears on the Credit Card:

Payment Amount: **\$150.00** Code on Back of Credit Card:

Cardholder Signature: Date:

Credit Card Billing Address

Street Address 1:

Street Address 2:

City: State: Zip Code:

Daytime Phone:

I understand that the credit card will only be utilized for a "no show" assessment fee of \$150.00 per person. If a fee is assessed by JARI it is because an individual was registered and confirmed for a training program being offered through the SA Defense Industry Adjustment Initiative and that individual did not successfully complete the training program by being present at the training program. To avoid this assessment an individual who is registered and confirmed for the training program may:

1. Successfully complete the training program by participating in the training program,
2. Cancel their registration by e-mail at least 2 weeks prior to the training program, or
3. Transfer their registration to another individual who successfully completes the training program.