



**Plumbing Heating Cooling Contractors
Of the
Greater Los Angeles Area**

"The Sales Masters Program for PHCC"
by Paul H. Webb / Paul Webb Training LLC.

Plumbers & Technicians All Agree!

"...This is the finest sales training program that you'll have the opportunity to attend!"

1000's of Plumbers and Technicians Nation Wide have completed the Sales Masters Program presented by founder Paul H. Webb – the trainer for this course. This excellent course is customized for the PHCC industry and we are very excited to offer it at the PHCC Los Angeles office.

Attend the 4-week program on Saturday Mornings.

Class schedule is as follows:

October 12, 19, 26 & November 2, 2019

Time 9:00 am – 1:00 pm

Using The Right "TOOL" Is Critical In Selling.

During the four weeks you will learn:

1. How customers "BUY!" You don't sell products or services – you teach people how to buy!
2. Selling Skills used by top earning Plumbers and Technicians in the industry – without high pressure!
3. Who controls the conversation? That's correct – the person asking the questions. Take control of the sales process AND dominate the listening ... = \$\$\$

4. Proven Techniques that build your confidence as you put together a sales presentation around a specific PHCC related issue.
5. How to recognize buying signals and apply trial closes (keeps you from talking past the sale), so you know "HOW" to ask for the sale – we call it "OPEN A RELATIONSHIP" – building your book of business.
6. Handling customer attitudes and "easy to use" closing techniques - stopping the "stall tactic" now!
7. Selling in today's competitive Internet & Social Media Market – self branding and marketing.
8. Follow up review to reinforce REAL LEARNING for long term learning and earning. Proudly display your PHCC Sales Masters Certificate reinforcing success!

Investment Tuition: **PHCC-GLAA-Members** **\$575**

PHCC-GLAA-Non Members **\$945**

To Register: **Please Return The Registration Form With Your Payment Option.**

Payment Due In Advance – No Refunds. Get Your Money In Now To Secure Your Seat.

Maximum 25 "Successful Sales Masters Students"

Investment Includes All Training Material & Supplies.

Registration Form (please Print) -----Make checks payable to PHCC Training and mail to the address below.

Company Name: _____ Contact: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____ e-mail: _____

Attendee Names: _____

Enclosed is \$ _____ for _____ attendees @ \$ _____ each

Are you a PHCC member? Y N Which Local? _____ (membership will be verified with the local)

Credit card: Visa MC Amex # _____ Exp date: _____ Sec. Code _____