



Want to turn all those quotes into new business? Come to PMPA Management Update '07.....

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Are you satisfied with your company's success in converting quotes to orders? Do you feel that you are getting a fair return on your investment in the quoting process? I frequently hear CEOs and sales managers complain about the amount of quotes that never seem to generate new orders. After working endlessly to respond to piles of quotes and prepare in-depth proposals, the hit rate on incoming orders is quite disappointing.

To help attendees develop an effective strategy to deal with this issue, PMPA has secured veteran sales professional and trainer Al Strauss of Sales Concepts Inc. Strauss will address this important topic at this year's PMPA Management Update, which will be held at Disney's Contemporary Resort, Lake Buena Vista, Florida, March 1-3, 2007.

Strauss' presentation will give you the tools and knowledge to answer and address the following challenges:

- What happens to all those quotes? Why don't I get an answer?
- What is the cost of proposals versus new business?
- Why is it harder to deal with the supply chain today than ever before?
- How can I gain control of the discussion with my customer and focus on value-added?
- How can I steer the discussion away from only talking about price?
- How can I turn all those quotes into new business?

By attending Strauss' sales training session at Management Update, participants will gain a new set of skills and techniques to help them gain control of the sales transaction. These skills are being used today by a number of member companies of PMPA, who have seen their closing rate on new business improve dramatically, anywhere from five to ten times their original rate.

Strauss' non-traditional approach to quoting and the sales process will help ensure that your company gets paid for all of the extra, value-added capabilities you bring to the business relationship.



Don't miss Al Strauss and the entire lineup of presenters at this year's PMPA Management Update Conference. Combine daily education sessions with opportunities to meet with your industry peers and receive tremendous payback by being a part of this year's conference (Management Update is open to both members and non-members of the association). For additional information and to register for the conference visit: www.pmpa.org/meetings/update/

The deadline for conference registration and room reservations at Disney's Contemporary Resort is Friday, January 26, 2007.

Make PMPA Management Update part of your company's business plan for 2007.

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