



# EXTRA-ordinary Techniques for Selling in a Recession

## What makes you different from your competition?

If the first thing that comes to mind are statements like: “we stand behind our product”; “we offer excellent customer service”; or “our customers like us”, then you are ‘normal’.

## ...And that would be okay if your competition was saying:

“We don’t stand behind what we sell”, “we offer no customer service”, and “our customers hate us”?

## In this three-hour session you will:

- Develop your unique selling proposition (USP)
- Learn how to communicate “value” to your customers so they are not shopping on price alone
- Review your basic selling system to make sure you are up-to-date.

**This is one of the toughest economies in decades. What can you do differently in your sales system to make your offering unique?**

**Date:** Thursday, April 16, 2009

**Agenda:** 7:30 a.m. Continental Breakfast  
8:00 a.m. Extraordinary Techniques for selling in a Recession  
11:00 a.m. Q/A and wrap-up

**Where:** The Cottage at Hart House  
6664 Deer Lake Avenue, Burnaby  
*Space is limited so book early to avoid disappointment.*

**Cost:** **Early Bird:** BCPIA Members: **\$45 pp** plus GST  
(by April 2/09) Non-Members: **\$85 pp** plus GST  
**April 3rd on:** BCPIA Members: **\$65 pp** plus GST  
Non-Members: **\$105 pp** plus GST

**Register:** **By E-mail:** [mknoch@bcpia.org](mailto:mknoch@bcpia.org)  
**Online at** [www.bcpia.org](http://www.bcpia.org) - **Click on 2009 Programs**

**Cancellation Policy:** Cancellations must be confirmed by E-mail up to 48 hours before the event. After that participants will be invoiced.



Kevin Armstrong

**As an international sales professional and trainer** for over 25 years, Kevin has worked with and observed over 70 different sales systems from almost every type of industry including construction, retail, wholesale, engineering, trade suppliers, and manufacturing.

**As a V.P. of Sales and Marketing,** Kevin oversaw the performance of 35 sales agencies across Canada and in Bermuda.

**As a sales representative,** Kevin attained first place ranking nationally for individual sales performance in an international company.

**As a presenter,** Kevin has given seminars for international Fortune 500 companies including RBC, Sun Life, Danka, and United Technologies.

**See What others Say  
About Kevin Armstrong  
overleaf.**

# See What others Say About Kevin Armstrong...

"I interview a lot of consultants and not only is Kevin a consultant, but he's lived it. He's been on the streets, he's been a manager, a teacher, and he has a very good idea of what selling is all about. It was the very first conference where people thanked me for choosing Kevin. These people were so excited they wanted to hit the streets immediately. It was the very first conference we have put on where every single person stood up at the same time in an ovation. Kevin didn't just give them the "ra ra" and pump them up, he gave them tools they could use. It's hard to put into words. You had to be there."

*Rocco Chiovitti, V.P. Sales, Danka Corporation,  
(Houston, Texas)*

"I would recommend Kevin to any company because in our organization we were actually starting from square one. He showed he could do the job. He understood the facets of it. He was able to put in programs in areas where we weren't up to speed. And it worked!

*James Renahan, President & C.E.O., Canadian Scholarship  
Trust Foundation, (Toronto, Ontario)*

"I would recommend Kevin Armstrong to any company in North America. He gets things done and is prepared to create the promotional and training tools to motivate a sales force, and then he follows up with whatever help they need. He has been there and done it himself. If you want to teach someone to dance, it's nice to know how to dance yourself!"

*Jim Brock, Chairman, Bermuda Monetary Authority  
(Hamilton, Bermuda)*

"The biggest difference between Kevin and most other consultants I've hired over the years is that Kevin speaks from practical experience where most other consultants come out of institutional or non-related areas. Kevin conveys a very personal message on sales very effectively. It was money well spent in our organization."

*Lynn Mueller, President, Water Furnace Inc.  
(Ft. Wayne, Indiana)*

"In the last 3 years I have been to roughly 12 various seminars and this one was light years ahead of all of them. Tremendously enjoyable and very informative."

*Jim Szabo, Plant Manager, Queensway Machine Products  
Ltd. (Mississauga, Ontario)*

"Can't wait to get back to the office and meet with other managers/supervisors to discuss/review the material from the course. A definite asset for the future!"

*Cara Vermette, V.P, Human Resources, Manitoba Lotteries  
Corporation (Winnipeg, Manitoba)*

Kevin is a master at communicating concepts simply, yet very effectively. More corporations would be well advised to listen to him carefully."

*Mike Feedham, National Purchasing Manager, Werner's  
Wholesale Group, (Vancouver, B.C.)*

**For additional information on Kevin Armstrong visit the following two websites**

**[www.tabvancouver.com](http://www.tabvancouver.com)**

**[www.normalisnowhere.com](http://www.normalisnowhere.com)**

**For more information or to register**

**E-mail [mknoch@bcpia.org](mailto:mknoch@bcpia.org)**

**or visit our website at**

**[www.bcpia.org](http://www.bcpia.org)**