

SELLING "VALUE" TO YOUR CUSTOMERS

"Build the skills you need to deliver better results today and build new skills to meet tomorrow's challenges."

USING PRICE ALONE IS A SURE WAY TO FAIL!

The FSAA, in conjunction with NextGen Group, a leading service provider, has developed specific program modules for the Australian foodservice market.

"Selling Value" to Your Customers is the fourth module on offer and will take place in March in both Sydney and Melbourne.

Tailored to Australian foodservice conditions, it is ideal for any level of field sales professional from the manufacturer, distributor or broker, whether they are in the food, distributor, commercial equipment or tableware channels.

Don't miss this chance to further develop the skills of your people and enhance their ability to grow your business.

This is a "first" for the foodservice market – a great career development opportunity!



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SELLING VALUE TO YOUR CUSTOMERS

- ✓ A high percentage of both simple & complex case studies
 - ✓ Games used widely
 - ✓ Interactive sessions
- ✓ Relevant to the Australian foodservice market
 - ✓ High energy and fun!



	Selling Value
Sydney	Tuesday March 23 rd William Angliss Institute Level 1, 11 Bowden Street, Alexandria
Melbourne	Thursday March 25 th William Angliss Institute, 555 La Trobe Street Melbourne

COST

Members: \$750+GST per person per module (a discount will be offered for participation in all three modules)

Non-Members: \$1250+gst per person per module