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MEDIA RELEASE - FOR IMMEDIATE RELEASE

6 February 2020

Dave Fellman to run FESPA Australia Sales Management Print Training in Sydney

Why Aren't Your Salespeople Selling More?

Dave Fellman has the answers, and FESPA Australia is bringing him to Sydney on Tuesday, March 17!

"All companies can benefit from better sales performance, and we are delighted that Dave will be running this much-needed course. Whether sales is your full-time job or just one of many hats you wear as an owner or manager, it is easy to get side-tracked, to develop bad habits, and even bad attitudes. It's not easy to maintain your enthusiasm and your commitment to growing your business. I believe this course will restore your focus." Nigel Davies, President FESPA Australia

"The real challenge is learning how to sell the solutions that new technology has opened up. Dave is widely regarded as 'an innovator in print sales strategy and technique', if you want to grow your sales, then I suggest you take time out to attend this course."

"Dave is highly recognised in the industry and brings over 30 years of printing experience from his home in the United States, where he is also a regular presenter at SGIO and other events and having him present this course, cements our positioning as an association that upholds best practice in the industry."

About Dave Fellman

He is president of David Fellman & Associates, Raleigh NC, USA, a sales & marketing consulting firm serving numerous segments of the graphic arts industry. He is the author of *Sell More Printing* and *Listen To The Dinosaur*, which *Selling Power* magazine listed as one of its "10 Best Books To Read" in 2010. His articles on sales, marketing and management topics have appeared in a variety of industry publications, including *SGIA Journal*, and he is a popular speaker who has delivered seminars and keynotes at industry events across the United States, Canada, England, Ireland, Australia and New Zealand.

To register for this event go to: <https://www.eventbrite.com.au/e/why-arent-your-salespeople-selling-more-tickets-92805514793>

FESPA Australia (formerly SGIAA) represents companies who add value through graphic imaging of products and materials. Its members include leading digital printers, screen printers, signmakers and promotional products printers who manufacture a diverse range of products.

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