

MEDIA RELEASE - FOR IMMEDIATE RELEASE

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Print Sales Training – FESPA Online Event

With so much having changed in the marketplace, it is probably time to rethink every element of how the printing industry approaches sales. What will it take to be successful, now and in the future?

FESPA has partnered with Dave Fellman to produce an industry-specific 3-part online sales training event. Dave will present Part one of The Art of Printing Sales on Monday 9 November, with Part two and three following on the 16 and 30th November.

“All companies can benefit from better sales performance, and we are delighted that Dave will be delivering this much-needed webinar series for FESPA Australia. 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 and lose focus. Every sale counts and I believe attending these webinars will learn how to approach printing sales systematically and make the most from every opportunity that comes your way” Nigel Davies, President FESPA Australia says.

The first event explores prospecting strategy and technique, along with strategies to avoid price objections or to deal with them more effectively if you must. Fellman will describe a modern approach to prospecting, integrating email, voice mail, social media, and virtual meeting technology to create a dialogue that is necessary for a successful sales relationship. He will also explain how to avoid some all-too-common mistakes salespeople make, which make price objections more likely, and the three key elements of successful negotiation, should those objections still arise.

“This year has been challenging for our industry and our industry association. The transition to virtual association events has been difficult but necessary, and I thank the Sprinter team for helping FESPA Australia to deliver this event. Virtual events may lack the atmosphere of a live event, but they are more convenient and accessible. Dave Fellman is a polished and entertaining presenter, and I believe that attendees will enjoy the course and take away valuable tools to use in their businesses.”

The cost per session is \$85.00 for members and \$130.00 for non-members. You can view details on course content and register at the Eventbrite page.

<https://www.eventbrite.com.au/e/the-art-of-printing-sales-part-1-tickets-125404003751>

About Dave Fellman

Dave Fellman is a long-time columnist for Australian Printer, In addition, he has written three books, including the highly regarded Sell More Printing. and more than 300 additional articles which have appeared in industry publications around the world. He is based in the United States, but has visited Australia on eight occasions to speak at industry events. He has also delivered seminars and keynotes at events across the United States, Canada, England, Ireland and New Zealand.

About FESPA Australia

FESPA Australia is the peak industry Association for specialty printers. Our members include leading digital printers, screen printers, sign makers, textile and apparel, and promotional products printers who manufacture a diverse range of products. Membership with FESPA Australia gives you access to the global resources of both FESPA (Europe), and Printing United Alliance (USA).

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