

November 16, 2018

#### NJAWI MEETING NOTICE

President: George Reitz  
Vice President: Antony Jakubowski  
Treasurer: John Gehman  
Secretary: Daniel Smith



## Selling Value Over Price

Gain Control in RFP Process, Develop a New Mindset to Approach RFP's



### Training and Consulting Experience

Todd Kurz is a performance trainer of the Sandler sales process, professional speaker, trusted advisor and executive coach. His primary focus is challenging and nurturing the untapped potential within individuals, teams, and business organizations. Todd is a subject matter expert in leadership: strategic planning, alignment, accountability, change management, selling the case for change, team acceleration, leadership assessment, and hiring/selection.

Todd is highly skilled in listening intently, asking the right questions, and cutting to the heart of the matter in short order. His client list includes: Herman Miller, Haworth Inc. TRANE, Steal Case, Environmental Waste Minimization Inc., Army National Guard, Weinig America, PPL Gas Utilities, Dempsey Uniform, Ajilon Consulting, Loft Seed, National City Mortgage, Plantique Inc., and many more.

President of Kurz and Associates an authorized Sandler Training firm for over 20 years; Todd has consulted and trained fast growing companies and leaders who want to stay fast. Todd has spoken at hundreds of conferences, leadership retreats, and executive planning sessions around the country.

RFP's are part of any growing business when attempting to close large opportunities. In many cases the prospect is in control of the process due to the fact that they are coming to you asking you to bid. When you agree to except the 32-page bid package you start the process of jumping through hoops with limited information to win the job.

#### **In this seminar we will discuss more effective ways to:**

- Gain control in the RFP process
- Develop a new mindset to approach RFP's which put you in a better position to have a meaningful conversation with the prospect *before* you spend time and company resources working on something that has little possibility of closing in the first place:
  - What mindset do you have?
- The RFP process
  - Their process
    - Games prospects play to gain control
  - Your process
- Slight edge tactics that will determine if you engage or decline a RFP request

RSVP Coupon: Please respond by November 14, 2018

Location: Inn of the Hawk 74 S Union St, Lambertville, NJ 08530 Phone (609) 397-9555

On: Friday, November 16<sup>th</sup>, 2018 1:00 pm - 4:00pm. **Fee \$35.00**

**To register, visit** <https://njawi.org/index.php?p=events>