



## SALES SKILLS FOR TECHNICAL EMPLOYEES

The Pennsylvania Petroleum Association (PPA) has teamed with NORA and Servicedge’s TechAdvantage to provide sales training for technical employees. Today’s technicians are required to have an expanded set of competencies which include sales and communication skills. Help your technicians develop and hone their selling skills, as well as improve day-to-day interactions with your clients in this half day seminar. TechAdvantage provides vital training for your front line.

### Sales Skills for Technical Employees will cover:

- Being comfortable with customer interaction and increasing customer retention through positive communication
- Being the professional face to the Company and providing superior service to each and every client
- Identifying, documenting, and understanding how to articulate a value proposition
- Being alert to possibilities to improve the energy efficiency of the home resulting in valuable sales leads for the company and reducing energy needs of the customers
- Informing customers of the improvements in the fuel they are receiving and the new technologies that will improve efficiency

### JOIN US:

**September 19th in Harrisburg** 9:00am - 12:00pm or 1:00pm - 4:00pm

**September 20th in Lehigh Valley** 9:00am - 12:00pm or 1:00pm - 4:00pm

**September 21st in Philadelphia** 9:00am - 12:00pm or 1:00pm - 4:00pm

**\$35 PER PERSON**

**Register Today at [ppmcsa.org/education-schedule](http://ppmcsa.org/education-schedule)**



YourServiceEdge.com

**Pennsylvania Petroleum Association**

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