

A Written Handshake

Selling Industrial Gas Contracts

The welding supply business is competitive.

National companies are cutting deals on contracts with customers all the time. Why? – They know that signing a contract is the only way to stabilize your gas business. Rumor has it that PDI won't do business without one.

They offer all kinds of things - lower prices - better this - more of that. They stay up at night thinking of ways to get your long time customers to switch. It doesn't matter how well you've taken care of business. If your customer signs a contract to get a perk they may think they can get out – they can't – the business is gone. Airgas gets 7 years.

When the competition comes knocking, it pays to be prepared to protect the accounts that you have served for so long. Don Akers, LLC offers a complete contract-training program customized using your own contract

What people are saying

"Before we took this training, we had one account under contract - in three months we have signed (5) new contracts. When you take care of someone for a long time, it hurts when a competitor comes in with a lower price that you have to meet. If you have a contract in your back pocket, you can get one signed."

**Tim Wahe – Vice President
Gases Plus**

"This course is well presented and full of useful information. It will benefit any distributor to have their people attend."

**Larry Aarsby – Board of Directors
IWDC**

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Participants learn how to

- Set the stage for contract talks without burning any bridges
- Present your contract and make it appealing to the customer
- Negotiate terms and conditions
- Close the deal with a no pressure close

We cover nuts and bolts of how the contract “works”

- How “evergreen”, “gold clause” and “requirements” make gas contracts unique – and how to use these features to manage your accounts
- Why you should use a “rider”
- How to answer the questions everyone asks
- What to do when they already have a competitive contract
- How to win a competitive account under contract
- What you should never do!
- Answers to your critical questions
- Contract reference file (so you know what’s out there)

Who should attend?

- Outside sales people who call on gas customers
- Sales people who handle key accounts
- Sales managers
- Territory sales reps who compete with national companies
- Business managers and owners who negotiate agreements

About your trainer

Don Akers has 20 years of sales experience and 10 years with Praxair. He won a first ever sole supplier contract for Praxair with Texaco. Don has sold and renewed over 50 gas contracts and created sales tools that are still being used around the world. Even better, Don has called on industrial customers like yours and knows how to talk to experienced sales people – and he’s available for telephone support for a full year after the class!

Call toll free 877. 825.7543

or email don@donakers.com to schedule now!

