



**Coming
May 19th**
HP presents:
**BID
WARS**
Sign up now and
join us to learn
how to sell in a
buyers market.

Are you one of three preferred suppliers, but lately your good customer have sent most of their work to a cost-cutting, deep discounting competitor? Are you looking for ways to recapture share of wallet and win more jobs?

Attend this \$49 webinar.

Get fresh information about:

- How to evaluating options and seize opportunities.
- One conversation to have with every customer.
- How to explore and exploit the value chain.

Date: Tuesday, May 19th, 2009

Time: 12:00 PM to 1:00 PM EDT

11:00 AM to 12:00 PM CDT

10:00 AM to 11:00 AM MDT

9:00 AM to 10:00 AM PDT

Cost: \$49.00

Presenters: Linda Bishop, President, Thought Transformation and Mark Potter, Publisher Canvas Magazine.

Topic	Discussion Points
Introduction	We touch on current market conditions and material to be covered.
Situation Analysis	Analyze your current situation. <ul style="list-style-type: none"> • What is the buyer's position? • What are your competitive strengths and weaknesses? • What are your options?
The Critical Conversation	Find out where you stand.
Change the Rules to Win	If you can't win under the current rules, change the game. <ul style="list-style-type: none"> • Understand the value chain and exploit it. • Think in terms of total costs. • Capture a category.
Wrap Up and Q&A	Take action today to stop business from eroding. Use this information to deliver critical value to customers and sell more printing at higher mark-ups.