



Set Your Selling Skills in (Precast) Concrete

MCPX will sponsor Bob Menard's half day workshop at its 2007 Orlando convention. Bob's extensive construction, cement and concrete industry experience extends to the precast business with these clients:

- **PCI** 2-day Sales School, Las Vegas 2004
- **CPCI** 3 sales & marketing programs '05 & '06
- **National Precast Concrete Association** 2004
- **Lehigh Pacific Cement** multiple events 2005
- **Fabcon** 2 events 2006
- **MCPX** 2004
- **World of Concrete** 2003 & 2004

The MCPX workshop will focus on how to sell the lowest Total Cost of Ownership (TCO) advantages of precast, not peddle gray heavy stuff. TCO is a natural for the high quality, short delivery, and minimum service building solution embodied by precast concrete.

To better target needs and interests, Menard will contact several folks in advance so that he may incorporate your input into the program's exercises and other content. Everyone will receive Bob's book, You're the Buyer - **You Negotiate It**, and his 2-CD set on Negotiation Tactics.

Menard's seminars are extremely interactive and participant driven. He encourages you to contact him with your requests or questions at 214.513.8484 or at RobertMenard@RobertMenard.com



Robert Menard, CPP

Author of

**You're the Buyer -
You Negotiate It!**

Robert Menard is a speaker author, and noted purchasing & sales construction expert. He has delivered over 1,500 seminars, workshops, and keynotes for conventions, corporate, institutional and public clients in the US and abroad such as:

- Portland Cement Association
- Dormitory Authority of the State of NY
- City of San Antonio
- Sheet Metal Air Conditioning Contractors National Association
- Sealants, Waterproofing & Restoration Institute
- Schlumberger
- Cabot Microelectronics
- BASF
- Aerojet
- Burlington Northern Santa Fe Railway
- United Rentals
- Atofina Petrochemicals
- Woodworkers Supply



www.RobertMenard.com

www.YouNegotiateIt.com

Sell for a dollar, earn a dime - Save the same dollar, earn ten dimes

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The Voice of the Customer

