



## **Selling in the “New Normal” Environment**

*CPS’ Supplier Diversity Hosts Free KLEW Company Workshop Oct. 29*

Business owners must stop waiting for the business climate to return to normal, and adopt the sales and management strategies that work in the current “new normal” atmosphere, says Jana Alverson, partner at Lynn McInturf Associates and facilitator of the upcoming KLEW Company workshop, “Selling in the ‘New Normal’ Environment.”

“Selling in the ‘New Normal’ Environment,” on October 29 from 4 p.m. to 7 p.m., is a special seminar sponsored by Cincinnati Public Schools’ Supplier Diversity Department. It will be held at the CPS Education Center, 2651 Burnet Ave. in Corryville, 45219, in Room 1A. The workshop is FREE, and includes refreshments provided by the KLEW Company.

“The business environment of a year ago is gone,” Alverson said. “The ‘new normal’ is massive competition, rapidly changing regulation, and rapidly changing markets. We’re going to talk about what sales techniques work now.”

Workshop topics include:

- How to find and develop effective salespeople
- How to deal with increased competition, and how to motivate salespeople to try strategies needed for this new business world, such as “cold calling”
- Why your company is falling victim to free consulting and only winning competitive business by competing on price
- How to handle lost opportunities, slipping margins, rising cost of sales, complacency and the battle for market share

“I do sales training and development with sales managers and business owners who also have to sell,” Alverson explained. “I can teach lots of sales theory and techniques, but most of sales is ‘between your ears.’”

She said if a company’s salespeople aren’t selling enough, the culprit is usually one of three problems: attitude, behavior or technique. For example, a losing sales attitude would be to believe that no one can close deals in this market because no one has any money. A behavior problem could be as simple as not going out each day and contacting enough businesses. A technique issue could be not knowing how to close and not being aggressive enough in asking for the business.

Alverson said workshop attendees should come prepared to discuss their individual sales issues.

“It will be more like a roundtable, with lots of interaction between me and the audience,” she said. “I have topics I know I’ll cover, but I’ll work the group and address the issues of the people there.”

The KLEW Company, in its role as consultant for CPS’ Supplier Diversity Department, was responsible for choosing the topic and arranging for the speaker. Owned by Kym Nelson, former Procter & Gamble purchasing and procurement officer, KLEW Company provides businesses with strategic sourcing, purchasing organization design and training, and supplier diversity programs and joint ventures.

The workshop is one of six seminars CPS’ Supplier Diversity Department will sponsor this year to help small businesses, and minority- and women-owned businesses successfully do business with the district.

“In light of today’s economic environment, we felt ‘Selling In the ‘New Normal’ Environment’ was an excellent choice for business owners,” said Pamela Mullins, manager of CPS’ Supplier Diversity Department. “At CPS’ Supplier Diversity, we’re committed to helping small, and minority- and women-owned businesses in Greater Cincinnati grow and succeed.”

Workshop registration is FREE, but space is limited. To register, call Beverly Holland, (513) 363-0474, or send an e-mail confirmation to [hollanb@cps-k12.org](mailto:hollanb@cps-k12.org).