

VISUAL IMPACT 2014 | 9 -11 SEPTEMBER



SEMINAR PROGRAM



TUESDAY
SEPT 9TH
5PM - 6PM

Sign Quoting

is winning jobs a mystery or myth

Speaker - John Hadfield - Sign Quoting Software

Complimenting the article in this months VI article this session puts forward thought provoking concepts and ideas for you to use in your sign and digital print business to improve your win ratio in sign and print quotes. We offer a couple of worksheets like a "Checklist for developing a pricing Strategy" as a checklist designed to help you devise a sign and print pricing strategy, highlight key areas and gives you alternatives to take into consideration. Another worksheet is and Quoting Weekly Collection Chart which offer a simple one page process to find your win versus loss ratio on quotes.

The key points of this fast paced session are:

- View pricing from a customer's perspective
- Qualification of the project
- What's the sign really worth?
- Marketing, Marketing and more marketing
- Competitive pricing strategies

You should walk away from this session inspired to win more sign projects and importantly the jobs you want!

FREE ENTRY!

VISUAL
IMPACT
SYDNEY 2014

WE WOULD LIKE TO THANK OUR SPONSORS

PLATINUM SPONSOR



GOLD SPONSORS



CLICK HERE
TO REGISTER ONLINE FOR
VISUAL IMPACT SYDNEY



CLICK HERE
TO DOWNLOAD THE
REGISTRATION FORM

For further information on the show and to register, please visit www.visualimpact.org.au or contact the Event Organisers on T: +61 2 9868 1577 E: viexhibitions@visa.org.au