

## Join Us for Technical Sales Training and a Sales Forum at TEGG University's Tustin Campus!

We would like to invite you to participate in TEGG's Technical Sales Training on August 7, followed by a Sales Forum on August 8, 2019, at TEGG University's Tustin Campus, located at 14201 Franklin Ave., Tustin, Ca., 92780!

### Technical Sales Training

Enhance your technical skill set with TEGG's Technical Sales Training and learn more about advanced energized and de-energized tasking, according to manufacturers' recommendations and NFPA 70B.

This training session also includes information how these types of maintenance and testing benefits prospects and clients, why they are critical and how to perform the work, as well as how to educate prospects during the sales process. Some of these topics will be led by TEGG preferred vendors.

Technical Sales Training aims to help increase your existing

renewal base, while differentiating the scope of work. Discussion topics include:

- Partial Discharge
- Breaker and Relay Testing
- Medium Voltage Switchgear (MVSW) and Transformer Maintenance
- Substation Maintenance

For more information on the Technical Sales Training and Sales Forum, contact your AVP or [TEGG University Training Coordinator](#).

To enroll in the Technical Sales Training, [click here](#), and select "Add New Item," and select "Technical Sales Training" in the "Training Class" field.

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## Building on Four Decades of Excellence



### Sales Forum

The Sales Forum will focus on training, sharing ideas, dialogues, round table discussions and generating sales opportunities.

Topics for the Sales Forum include:

- What technical skills sales representatives need to know
- Prospecting and cold calling
  - Building prospecting databases and resources
  - Handling voicemail
- Roundtable discussions of tough selling situations and creating solutions
- Selling to groups and offsite decision makers
  - Tools, messaging and a discussion of group experiences
- When price matters
  - How to fire up a prospect gone cold
- Using ProposalBuilder to sell and best practices