

LeadEdge

**Leadership and Performance
through Education & Training**

Issue IV • Vol. 7 ■ November - December 2006

PLAN YOUR TRAINING BUDGET FOR 2007

All AICC members will be receiving in the mail within the next two weeks the new 2007 AICC training catalogue. It will describe all the 24 training programs AICC offers to the membership for nearly everyone in a box plant or in a supplier company. (Yes, all training is applicable to and appropriate for suppliers!) AICC has expanded its course offerings to include more cost-effective, shorter regional training events and to allow for individualized custom training, where the company picks only the training modules they need from select courses and these would be delivered via audio/web.

In terms of regional training AICC will be offering two new 1/2-day programs:

- **One of these topics in Negotiation: Pressure, Planning and Concession Making or Fear, Tactics**

and Professionalism (facilitated by Mark Neely of Mark Neely Seminars)

- **Problem-Solving in a Lean Manufacturing Environment (facilitated by Baskar Kotte of QSE Inc.)**

If you would like either or both of these training programs brought to your region, contact your AICC Regional Director. Go to www.aiccbox.org/about/Regional.asp to find out who your regional directors are or call AICC.

The new catalogue will include a complete calendar of all 35 scheduled events with an opportunity to register for all of your 2007 training. You receive a discount if you register before December 31, 2006, or if you register for more than \$1,000 in training. For more complete program information or to register online, go to www.aiccbox.org/education or contact AICC at 1.877.836.2422 or education@aiccbox.org.

SALES REPS PARTICIPATE IN NEW PROGRAM

Thirteen sales representatives from independent corrugated converters and supplier companies from the U.S. and Canada participated in AICC's new Renewing Your Sales Force – Intermediate Level training, September 19-20, in Toronto, Ontario, facilitated by sales veteran and certified Huthwaite trainer, John Bacot, Hycorr Machine Corporation. At the end of the training each participant completed a Call Plan applying the tools learned for a specific customer account or prospect.

Intermediate Level training covers these topics: what do buyers value?, how do successful sales people sell?, what are the stages of a sales call?, how do you uncover implied and explicit needs?, what are the principles of effective team selling?, how do you obtain commitment?, etc. Participants practiced skills through group exercises and case studies. Much of the focus of the first day was on how to uncover “implicit needs”, statements of buyer problems, difficulties or dissatisfaction, and how to make these needs “explicit”, where the buyer expresses clear

wants or desires and needs a solution. There are four corrugated specific case studies to help participants practice what they learn in an industry setting.

The second day was devoted to asking the questions to make “implicit needs” explicit, i.e. create a sense of urgency, and this was found to be particularly useful. The end of the second day was spent on developing effective prospecting messages and having participants prepare their own call plans to apply skills learned to achieve success with a prospect.

Cathy Brooks, Leaman Container, Ft. Worth, Texas, liked that “the questions were broken down well and flowed into the buyer needs.” Kristy Morr, Moore Packaging, Barrie, Ontario, said, “I could really use all the materials and information in my day-to-day selling.”

The next Intermediate Level training is March 22-23, 2007, in Chicago/Rosemont. Registration is \$895. For more information and to register, contact AICC at 1.877.836.2422 or education@aiccbox.org.

Brief Course Descriptions

(July - December 2006)
Full Course Descriptions
on Website,
www.aiccbox.org

Fall 2006/Winter 07 Calendar of Training Events

DECEMBER 2006

4-7: Overview of Post Printing on Corrugated Board, Clemson, South Carolina

JANUARY 2007

Throughout the year: Renewing Your Sales Force: Beginner Level, online

23: Audio/Web Conference: Topic: Negotiation, 1:30 – 3:00 p.m. Eastern

FEBRUARY 2007

5-8: Fundamentals of Improved Flexo Printing and Rotary Die Cutting, Appleton, Wisconsin

15-16: Advanced Production Supervisor Training, Sumter, S.C.

MARCH 2007

1-2: Renewing Your Sales Force – Intermediate Level Training, Chicago

13-14: Basic Supervisory and Leadership Training, Grand Rapids, MI

20: Audio/Web Conference: Topic - Production

22-23: Renewing Your Sales Force: Intermediate Level, Chicago

22-23: Production Managers Forum, Chicago

26-29: Foundational Elements of Flexographic Printing on Rotary Die Cutters, Clemson, S.C.

Renewing Your Sales Force

Atending one of AICC's new Renewing Your Sales Force workshops will help you close more accounts NOW. You'll develop the specific skills and strategies you need to shorten your sales cycle, strengthen your customer relationships, and deliver real, measurable value to your customer.

Renewing Your Sales Force - Beginner Level

Our 4 1/2-hour Beginner Intermediate Level Program, based on Huthwaite's "Creating Client Value" is designed for new sales people from the corrugated and related packaging industries with less than 18 months experience.

Partial Agenda:

- Value Creation and the Customer's Buying Cycle
- Awareness and Recognition of Needs (SPIN)
- Evaluation of Options—Customer Decision Criteria
- Resolution of Concerns—Handling Objections, Minimizing Risks
- Achievement of Results—Continuing the Discussion AFTER the Sale

Audience: New sales representatives with little or no experience in selling in a business-to-business or manufacturing environment.

Renewing Your Sales Force – Intermediate Level

Our two-day Intermediate Level Program introduces sales people to the concept of SPIN selling – Situation, Problem, Implication, Need Payoff – a systematic process for uncovering customer needs developed after years of researching successful sales calls.

Partial Agenda:

- Developing a Buyer Focus
- Understanding and Practicing SPIN® Selling, a Process for Uncovering and Presenting Value to Customers
- Using Call-Planning Tools to Enhance Call Outcomes and Obtain Commitment
- Developing and Using Effective Prospecting Messages to Communicate Value
- Identifying Segments for Effective Buyer-Focused Prospecting

Audience: Sales people with 18 months to 5 years of experience.

Renewing Your Sales Force – Advanced Level

Our two-day Advanced Level Program focuses on the strategic customer development skills necessary for senior sales people with an overview of SPIN Selling.

Partial Agenda:

- Developing Skills and Strategies for the Buying Cycle Stages
- Developing Customer Needs and Practicing SPIN®, a Process for Uncovering and Presenting Value to Customers
- Creating Effective Entry Strategies and Leveraging Customer Roles to Achieve Advances
- Learning to Demonstrate Capability and Creating Value
- Applying Strategies to Influence Customer Perceptions
- Learning How to Coach

Audience: Sales people with more than 5 years of experience.

Audio/Web Conference

These 90-minute teleconferences with online presentations allow groups from individual companies to participate with their peers and to hear from experts in the fields of sales, customer service and production on a variety of "hot" topics specifically for the industry. Pricing is by location rather than by individual.

Fundamentals of Improved Flexo Printing and Rotary Die Cutting

This course provides an intensive four - days of hands-on, skill-building training on the WORKHORSE three-color Flexo Rotary Die Cutter. Specifically designed to enhance employees' knowledge, expertise and performance back at the plant, the course combines hands-on press work in printing and die cutting two- and three-color jobs with interactive classroom analysis and discussion.

Partial Agenda:

- Basics of Flexography
- Corrugated Mounting and Proofing
- Press Run of a Two-Color Job
- Die Cutting Process
- 3-Color Press Runs

Audience: New or seasoned flexo operators; press supervisors; production coordinators; sales people; technicians; designers; and sales service personnel.

Overview of Post Printing on Corrugated Board

This course encourages participants to think about, observe, question and analyze the printing process with the emphasis on quality. Combining press work with classroom discussion, the "Flexo" course allows participants to work on a 4-color Bobst 140 press, set up the press, discuss various theories on printing enhanced graphics, and experiment with the various inks and substrates available.

Partial Agenda:

- Intro to flexo: not just theory).
- Proper set up sequence on press
- The importance of pH and viscosity.
- How to fingerprint a press and avoid the pitfalls.
- Hands on set up of 5 to 6 screen and process jobs with a lot of trouble shooting exercises.

Audience: Press operators, press supervisors, sales people.

Foundational Elements of Flexographic Printing on Rotary Die Cutters

This course gives industry employees a comprehensive, hands-on approach to quality printing and die cutting fundamentals. Classes are hosted in a professional atmosphere that promotes teamwork to further the learning process. The high ratio of on press time ensures all attendees are learning by doing. This course is also of tremendous value to supervisors and managers and those who need a refresher course.

Partial Agenda:

- Introduction to flexo and rotary die cutting theories and basics
- Press runs: Anilox-to-plate, plate-to-substrate, DC impression
- Troubleshooting on press
- Print to board registration
- Bolting dies

Audience: Press operators, press supervisors, sales people; die cutter operators.

Basic Supervisory and Leadership Training

Revised for 2007 and developed specifically for the corrugated industry, this 1.5-day course coaches on leadership, organizing work of the crew, problem solving techniques, establishing key performance goals, handling conflicts, disciplining employees, keeping an eye on continuous improvement, and more.

Course Agenda:

- Methods for organizing crew work
- Basic instruction in planning/scheduling, problem solv-

ing techniques, use of production data and analysis to identify root causes, and problem solving methods for continuous improvement.

- Introduce industry goals and "Best Practices" specific to the supervisors department and responsibilities.
- Take home "Action Plan."

Audience: Production and line supervisors with less than 2 years experience.

Advanced Production Supervisor Training

This two-day training trains participants on setting operational goals for their crews, communicating and listening, measuring and maintaining productivity, training their crews, controlling waste, and more. Take-home action plans are a critical component of this training.

Course Agenda:

- Changing Role of Supervision and Understanding Roles & Responsibilities
- Goals & Action Planning
- Process Improvement
- Staffing, Training Evaluation
Process Safety
- Housekeeping, Quality, Waste, and Productivity
- Post-Class Follow-Up

Audience: Production supervisors and managers with over 2 years experience.

Production Managers Forum

This 2-day program focuses on the management and technical skills necessary for today's production and plant managers. This training addresses production data measurement and collection, safety, lean manufacturing, delegation, hiring and training supervisors, HR issues, environmental requirements, cost estimating, and other topics.

Course Agenda:

- Hiring the Right Supervisors and Superintendents
- Personnel Training on Production for Customer Service and Sales
- Seeing the "Bigger Picture"
- Preventive Maintenance
- Understanding How the Customer Keeps Score
- The Value of Waste
- Post-Class Follow-Up

Audience: Production and plant managers.

AICC



Participants Jon Mihalic, Paragon Packaging Products, Girard, Pennsylvania; Don Duplantis, Royal Containers Ltd., Brampton, Ontario; Scott Rasmussen, Great Northern Corporation, Appleton, Wisconsin; and Christian Hummel, Moore Packaging Corporation, Barrie, Ontario, plan their group exercise of a sales call.

USE AUDIO/WEB CONFERENCES FOR DEPARTMENT MEETINGS

AICC makes available to all members access to recordings of all previous AICC Audio/Web conferences for only \$195. You can listen to and view the presentation as if you had participated in the conference and you can stop and start the presentation to be able to show your team during department meetings. Here is a list of recent events:

- November 14, 2006 – Enabling Customer Service to Increase Sales
(presenter: Jack O'Connor)
- September 26, 2006 – Bottom Line Applications with Lean
(presenter: Baskar Kotte, QSE Inc.)
- July 25, 2006 – High Performance Sales Teams (presenter: Lee Godbold)
- May 9, 2006 – Ten Things You MUST Do If Your Customers Are to Return Again and Again (presenter: Dave Ehlert, IDEA Exchange)
- March 21, 2006 – Designing Safety Systems
(presenter: Bob Morgan, Geo. M. Martin Co.)
- January 10, 2006 – Team Selling (presenter: John Bacot, Hycorr Machine)
- December 13, 2005 – Elements of Excellent Customer Service
(presenter: Lee Godbold)
- July 20, 2005 – Cold Calling (presenter: Lee Godbold)

To order past recordings, contact Maria Frustaci at mfrustaci@aiccbbox.org.

The next AICC Audio/Web conference is on the topic of negotiation presented by Mark Neely on January 23, 2007. For more information or to register, contact AICC at 1.877.836.2422 or education@aiccbbox.org. **AICC**

AICC Training Course Registration Form

Fax Registration: (703) 836-2795
 Online Registration: www.aiccbox.org
 Mail registration: AICC, P.O. Box 25708,
 Alexandria, VA 22313

(NOTE: FBA and NPA members receive AICC member rate.) All prices in U.S. Dollars.
 (Full payment must be included with the registration.)

■ Renewing Your Sales Force: Beginner Level, computer-based training, offered throughout the year

Member payment:\$495
 Nonmember:\$595

■ Renewing Your Sales Force – Intermediate Level Training

_____ **March 22-23, 2007,**
Chicago/Rosemont, Illinois

Member payment three weeks
 before the course:\$895
 Within three weeks:\$995
 Nonmember Registration:\$1,095

■ Renewing Your Sales Force – Advanced Level Training

_____ **March 1-2, 2007, Newport Beach, California**

Member payment three weeks
 before the course:\$1,095
 Within three weeks:\$1,195
 Nondonor Registration:\$1,295

■ Audio/Web Conferences

_____ **January 23, 2007 (Negotiation)**
 _____ **March 20, 2007 (Production)**

Member payment on/before
 date of program:\$195
 Nonmember Registration:\$295

■ Overview of Post Printing on Corrugated Board, Clemson, S.C.

_____ **December 4-7, 2006**

Registration includes all fees to Clemson University (base fee, waste removal fee, cost of shipping back samples). ICPF donors receive special rate.

ICPF Donor payment three weeks
 before the course:\$1,395
 Within three weeks:\$1,495
 Nondonor Registration:\$1,495

■ Foundational Elements of Flexographic Printing on Rotary Die Cutters, Clemson, S.C.

_____ **March 26-29, 2007**

RRegistration includes all fees to Clemson University (base fee, waste removal fee, cost of shipping back samples). ICPF donors receive special rate.

ICPF Donor payment three weeks
 before the course:\$1,465
 Within three weeks:\$1,565
 Nondonor Registration:\$1,565

■ Fundamentals of Improved Flexo Printing and Rotary Die Cutting, Appleton, WI

_____ **February 5-8, 2007**
 _____ **April 23-26, 2007**

Registration includes all fees to Fox Valley Technical College (base fee and administration fee). ICPF donors receive special rate.

ICPF Donor payment three weeks
 before the course:\$1,465
 Within three weeks:\$1,565
 Nondonor Registration:\$1,565

■ Basic Supervisory and Leadership Training

_____ **March 13-14, 2007, Grand Rapids, MI**

Member payment three weeks
 date of program:\$695
 Within three weeks:\$745
 Nonmember Registration:\$895

■ Advanced Production Supervisor Training

_____ **February 15-16, 2007, Sumter, SC**

Member payment three weeks
 date of program:\$995
 Within three weeks:\$1,095
 Nonmember Registration:\$1,295

■ Production Managers Forum

_____ **March 22-23, 2007,**
Chicago/Rosemont, IL

Member payment three weeks
 date of program:\$995
 Within three weeks:\$1,095
 Nonmember Registration:\$1,195

Cancellation Policy: All course cancellations must be made in writing and sent to AICC, P.O. Box 25708, Alexandria, VA 22313, faxed to (703) 836-2795 or emailed to education@aiccbox.org. Registrants who cancel more than three weeks prior to the program date are entitled to a full refund of the registration fee; three weeks or less, but more than one week, a cancellation penalty of 50% of the registration fee will be assessed; within one week and no shows, no refund. AICC does not offer refunds for those who cancel within three weeks of the program date and wish to reschedule their participation to another program or to the same program on a later date. However, substitutions are allowed and strongly encouraged and can be made from the same company for the same course date. If AICC cancels any program, a full refund will be provided. AICC may cancel programs if attendance does not meet required levels. Be sure to phone AICC to confirm a course is being held before making non-refundable airline tickets. Travel fares and hotel deposits cannot be reimbursed.

 Name/Title

 Company

 Street Address

 City State ZIP/Postal Code

 Email Phone Fax

Method of Payment:

Check enclosed (payable to AICC) Amount: _____

Credit Card: AMEX VISA MasterCard

 Card Number: Exp. Date: _____

 Name on card

 Signature