



AICC

NEW BUSINESS / ACCOUNT GROWTH SEMINAR

AUGUST 18-19, 2009 – Squaw Creek Olympic Valley, CA

REGISTER EARLY - THIS CLASS HAS LIMITED SEATING

IDENTIFY

Are you struggling to identify new accounts?

Are you struggling to close sales?

Is the competition making it harder for you to differentiate your offerings?

Frustrated when you can see the value in your solution but your customer cannot?

Want to learn how top sales people succeed?

DIFFERENTIATE

SUCCEED

Sign up today! AICC's New Business/Account Growth Seminar is designed to help you close more accounts NOW. Our courses combine the excellent *Huthwaite SPIN® Selling* and *Advanced SPIN® Selling program* content with unique corrugated industry case studies and group exercises. 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.

Whether you work in corrugated, folding carton, paper packaging, or you supply these industries... this training is for you. You'll learn how to:

Plan for a successful sales call that moves the sale forward.

Ask the right questions.

Avoid objections by offering true needs-based solutions.

Develop real customer needs that motivate your customers to buy, and much more.

AICC's New Business/Account Growth is so much more than a training course. It's the first step to real sales performance change. During this course, you will learn Huthwaite's own training models developed after years of sales research AND you will acquire hands-on practice of those skills. There will be group interaction, a hallmark of AICC training, and development of post-training action plans. In addition, participants will be able to use the reinforcement tools Huthwaite offers through its website. This training is also priced 35% less than generic industry sales programs.

Who is Huthwaite? Huthwaite founder Neil Rackham conducted a ground breaking 12-year research study on what defines successful sales calls. His team analyzed over 35,000 sales calls conducted in 23 countries. From their findings, the SPIN® selling models were created. Huthwaite offers results-driven programs in sales call execution, sales management and strategy, sales prospecting, sales forecasting, and innovative sales force responses to marketplace demands. It has a network of over 40 sales trainers and over 500 clients ranging from emerging growth companies, mature mid-market organizations and half of the fortune 500 companies. SPIN® Selling, Major Account Sales Strategy, Managing Major Sales, Getting Partnering Right and Rethinking the Sales Force are the best-selling sales books offered by Huthwaite.

The New Business/Account Growth Seminar is designed for anyone in sales or customer service who wants to advance their skill and knowledge and become a better sales leader, manager or sales rep. Event begins with Monday night reception. Tuesday class 8:00a - 5:30p, Wednesday class ends at noon.

This program will include:

An Overview of the Corrugated and Related Packaging Industries

Developing a Buyer Focus
Four value drivers

Understanding and Practicing SPIN® Selling, a Process for Uncovering and Presenting Value to Customers
Four stages of a sales call
Situation and Problem questions - *Skills practice*
Implicit and Explicit Needs
Features, Advantages and Benefits
Planning Problem and Implication questions - *Skills practice*

Meeting Buyer Needs
Implication and Need-Payoff questions
Matching benefits to need-payoff questions
SPIN® behavior definitions
Effective Team Selling - *Skills practice*

Using Call-Planning Tools to Enhance Call Outcomes and Obtain Commitment
Successful and unsuccessful call outcomes
Steps to obtaining commitment
Handling objections
Exploring potential implications

Prospecting Trends in the Marketplace
Developing and using effective prospecting messages to communicate value
Segmenting the market to manage focus and maximize efforts

Developing an Action Plan to Identify Priority Behaviors

NEW BUSINESS/ACCOUNT GROWTH SEMINAR REGISTRATION

Member Registration **\$995.00**

Nonmember Registration **\$1,095.00**

Name: _____

Title: _____

Company: _____

Street Address: _____

City: State: Zip: _____

Telephone: Fax Number: _____

E-mail Address: _____

METHOD OF PAYMENT

Check Enclosed (checks payable to AICC) for \$ _____ American Express VISA Mastercard

Name: _____ Number: _____

Exp. Date: _____ Signature: _____

SEMINAR LOCATION

The Resort At Squaw Creek

400 Squaw Creek Road, Olympic Valley, CA 96146

Phone: (530) 583-6300

Are you a member of
these associations?

FBA

NAPA

TAPPI

Please fax your registration form to (703) 836-2795 or contact Taryn Pyle at tpyle@aiccbox.org
or call direct at 1-703-535-1391

HURRY! Space is limited and due to the popularity of the Huthwaite SPIN® program this workshop will fill fast.

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 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.