



# Exceeding Customer Expectations Seminar

Thursday, November 11-Friday, 12th, Dallas, TX

In this year's AICC program, "Exceeding Customer Expectations" we will be focusing on clarifying a team-based approach to building trust and efficiency within your company as well as with your customers.

We will look at how individuals from Sales, Customer Service, Design and Production working together can manage a sales approach that demonstrates **a commitment to knowing and working with the customer better than your competitors** do while building efficiencies within your own organization that will help you to help the customer to succeed. This outward focus, coupled with an emphasis on encouraging more cooperative relationships within your own company brings home the concept that in order to succeed, each individual must work with the team.

This is done by applying professional skills in a way that leads the customer to trust you more profoundly because of your knowledge of his business as well as your ability and dedication to finding ways to help lower his overall cost. **By helping your customers to succeed, you will succeed.** The AICC training program, Exceeding Customer Expectations will show your sales team members just how to do that.

**Hotel Information:** Embassy Suites Hotel  
2727 North Stemmons Freeway  
Dallas, TX 75207  
Rate: \$129.00

**Schedule for this 1 1/2 day program:**  
8:00-4:30pm Thursday, November 11  
8:00am-1:00pm Friday, November 12  
**Breakfast and Lunch Included**

*In 1998 Mark formed Mark Neely Seminars and has designed and conducted training programs for companies in North America and Europe for such organizations as Ingram Micro, Deutsch Financial Services, Navigant International Travel Services, Cargill, Buzl, Securitas Security Services, NAPM, Bulgari Jewelers, Molina Fine Jewelers, NV and Ryan Homes, among others. In the packaging industry, Mark has done sales, negotiation and management training and consulting for AICC, Weyerhaeuser, Temple-Inland, McDonald Packaging, Great Northern, Pratt Industries, Triad Packaging, Tharco, Bates Container, Arvco Container, Midland Packaging, Custom Packaging among others. He has been a featured speaker at AICC events in Mexico as well as in the USA. He has contributed several articles to AICC's BoxScore. Additionally, he was featured in a one-on-one interview with Mark Arzoumanian, Editor-in-Chief of the publication, Official Board Markets.*

AMOUNT ENCLOSED/TO Charge \_\_\_\_\_

**Register: \$995.00 members;  
\$1,095 non members**

Name(s): \_\_\_\_\_

Credit Card  Check (made payable to AICC)

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

Type of Card: \_\_\_\_\_

City: \_\_\_\_\_

Card Number: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Email: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

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