



Exceeding Customer Expectations Seminar

April 15-16th in conjunction with
AICC's Spring Meeting in San Diego, CA

In this year's AICC, *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:

Hotel Del Coronado Rate: \$285 per night*
1500 Orange Avenue
Coronado, CA 92118
1 (800) 468-3533 *All rates are exclusive of resort fees (currently \$25.00 and tax (currently 8%)

Schedule for this 1 1/2 day program:

Thursday, April 15th 8:00am-4:00pm
Friday, April 16th 8:00am-Noon

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 _____

Name(s): _____

Company: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Email: _____

:

Register: \$550 members;

\$750 Non members

Rate includes all National Meeting events. For more information go to www.aiccbox.org/Meeting

Credit Card Check (made payable to AICC)

Type of Card: _____

Card Number: _____

Name on Card: _____

Expiration Date: _____