



# AICCC

## New Business Account Growth Seminar Wednesday, December 1st-Thursaday, December 2, 2010, Doubletree Hotel, Chicago, IL

John Bacot gives you his two day intensive focus on the Selling Process, walking you through the steps to successful prospecting, selling and cementing the deal. Here you will learn the process by taking real customer case studies, developing your lead letter, structuring your sales call, role playing and developing your personal sales strategy. The class is to be held at the Doubletree Hotel O'Hare Chicago, and will include intensive sales-buyer interaction training and discussion. Attendees will be asked to compose and to bring for presentation case studies of sales opportunities they have experienced over the course of this year.

### Key course objectives include:

- An Overview of the Corrugated and Related Packaging Industries
- Developing a Buyer Focus The 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
- Meeting Buyer Needs
- Using Call-Planning Tools to Enhance Call Outcomes and Obtain Commitment

John will also discuss...

- Prospecting Trends in the Marketplace
- Developing an Action Plan to Identify Priority Behaviors

Attendees will develop the specific skills and strategies they need to shorten the sales cycle, strengthen customer relationships, and deliver real, measurable value to their customers. Learn how to plan for a successful sales call that moves the sale forward, ask the right questions and avoid objections by offering true needs based solutions. Develop real customer needs that motivate your customers to buy, and much more.

**Presented By:** John Bacot, Vice President, AICCC, and Sales Guru; holds an MBA in marketing and Finance from R.I.T and has sold to box plants nationwide through his past affiliation with MarquipWardUnited and HyCorr Machinery. As a Sale Manager for IBM he sold and trained sales managers worldwide. He has consulted with clients in many industries, including manufacturing, distribution, construction and service organizations.

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

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

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

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

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

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

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

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### Method of Payment:

**Register: \$995 members;  
\$1,095 Non members**

Credit Card  Check (made payable to AICCC)

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

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

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

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

