



Association of Independent  
Corrugated Converters

## CUSTOMER SERVICE / SALES WEBINAR

# THE ART OF NEGOTIATING

**Presenter: Mark Neely, Mark Neely Seminars**

**Wednesday, February 8, 2012 • 11:30am EDT**

Mark Neely will take us through some key points of Negotiation while focusing primarily on the effects of pressure. He will provide techniques for handling fear and pressure so as to avoid the common mistakes that even the most experienced sales people make when dealing with tough buyers in a competitive market. The point will also be made that today's negotiations often require methods for getting appointments and then getting the buyer to share information that will help the salesperson to help the customer lower overall costs without necessarily making concessions on price. Preparation techniques and one simple rule, "Ask for something in return for what you give" will also be highlighted in this one-hour webinar that will combine live discussion along with a video clip suggestion taken from one of Mark's past AICC Regional Presentations.



- The Pitfalls of Pressure
- Planning – Three Simple Tips for Uncovering Your Hidden Power
- Negotiating Value – Not Price



**Presenter: Mark Neely** has been an AICC featured trainer for 15 years, giving seminars on Advanced Sales Training, Customer Service and Negotiation as well as having provided training and consulting services to many AICC member companies across the US, Canada and Mexico. He also been a frequent contributor to *BoxScore* and *BCN*. Mark is currently Sales Manager at Leaman Container in Fort Worth, Texas.

**Presented for AICC by Mark Neely, President, Mark Neely Seminars**  
**310-346-5476 | [www.markneelyseminars.com](http://www.markneelyseminars.com)**



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Registration is by location. Each location needs to have a speaker phone, a computer with internet connection, and a monitor or projection screen viewable by all.

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

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

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

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

Email (*where the sign in instructions should be emailed*): \_\_\_\_\_

Number of people who will be on the call: \_\_\_\_\_

**Registration fee: \$150**

**Meeting Code: 120208CSW1**

Method of Payment:

Credit Card     Check (made payable to AICC)

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

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

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

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