

UPCOMING SALES SEMINAR



New Business Account Growth Sales Dynamics

Presenter: John Bacot, Vice President, AICC
February 29 – March 1, 2012
Hilton Alexandria Old Town, Alexandria, VA



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 seminar is to be held at the Hilton Alexandria Old Town, Alexandria, Virginia, 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:

- 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
- 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.

Tuesday, February 28

“Cash Bar” Reception
6:30 pm – 7:30 pm
Hotel Bar

Wednesday, February 29 First Day

Breakfast 7:30 am – 8:00 am
Lunch – 12:30 pm
Concludes at 5:30 pm

Thursday, March 1 Second Day

Breakfast 7:30 am – 8:00 am
Lunch – Noon
Concludes at 3:00 pm

PRESENTER: John Bacot, Vice President, AICC, 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 Sales Manager for IBM, he has trained sales people and sales managers worldwide. He has consulted with clients in many industries, including manufacturing, distribution, construction and service organizations.



Association of Independent Corrugated Converters

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SEMINAR: New Business Account Growth Sales Dynamics
DATES: February 29 – March 1, 2012
HOTEL: Hilton Alexandria Old Town
1767 King Street,
Alexandria, VA
Room Rate: \$132/night (Meeting code: AICC)
Reservation Number: (703) 837-0440
Attendee responsible for hotel reservation

Name(s): _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____

TUESDAY, FEBRUARY 28, "Cash Bar" Reception, Hotel Bar, 6:30 pm – 7:30 pm

WEDNESDAY, FEBRUARY 29, First Day, Breakfast, 7:30 am – 8:00 am, Lunch 12:30 pm, Concludes at 5:30 pm

THURSDAY, MARCH 1, Second Day, Breakfast, 7:30 am – 8:00 am, Lunch – Noon, Concludes at 3:00 pm

Registration fee: \$995 members / \$1,095 non-members

To register for the seminar, please fax or email the registration form back to AICC at (703) 836-2795 or email to tpyle@aiccbox.org. Questions? Email or call Taryn Pyle at (703) 535-1391 or tpyle@aiccbox.org.

METHOD OF PAYMENT:

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