

# AICC

## 2009 SALES MANAGERS' FORUM

FEBRUARY 24<sup>TH</sup> – 25<sup>TH</sup>  
LAKE TAHOE, CA

**BONUS OPPORTUNITY:**  
BEING HELD IN CONJUNCTION WITH  
AICC'S REGION 1 SKI MEETING  
DATES FEBRUARY 21<sup>ST</sup>-24<sup>TH</sup>



**ACT TODAY!**  
LIMITED SPACES AVAILABLE

### Day One: Tuesday, February 24<sup>th</sup> Forum 8:00 am - 4:00 pm

Welcome, Introduction and Forum Overview  
Roles and Responsibilities of the Sales Manager  
Questionnaire Review

Promoting a company-wide perspective –  
Bringing Sales, Design, Customer Service and  
Production together to achieve company goals.

Greatest Day-to-Day Challenge –  
*Discussion & Exercise - A focus on sales  
managers' issues*

#### Lunch

Questionnaire Review and Discussion –  
*Sales team's skill set*

Developing a Customer-Centered Focus  
Measuring for Success

Greatest Day-to-Day Challenge –  
*Discussion & Exercise – A focus on the  
salesperson's issues*

### Day Two: Wednesday, February 25<sup>th</sup> Forum 8:00 am - noon

Impact of the Economic Slowdown,  
Sustainability and Globalization of our Business

*Competing successfully in the global  
economy*  
*Developing and implementing a global  
marketing strategy*  
*Sustainability & Profitability*  
*Partnering and out-sourcing – thinking  
like Wal-Mart*

Discussion Groups and Exercise - How can we  
apply this to our own business challenges?

Group Presentations

2008 Salary and Compensation Survey

Open Discussion and Take-aways

Adjourn



**RECOGNIZE**

**REWARD**

**REENERGIZE**

The 2009 AICC Sales Managers' Forum will give sales managers an opportunity to meet with their peers for lively and informative discussions on the issues that they feel are most important in today's challenging business environment.

This year's format will focus heavily on interactive group discussions on topics submitted by the sales managers, in advance, as well as contemporary subjects including: developing a customer-centric focus, the impact of the economic slowdown, sustainability, and globalization on our industry, measuring for success, and developing a company-wide perspective that brings sales, customer service and production together to achieve company goals.

This Forum will use group discussions and exercises to tackle sales managers' most challenging issues. Each group will develop action plans to address the issues and present the plans to the group.

**You will return to work confident, "re-energized" and loaded with new ideas and tools on how to deal with the challenges you face every day.**

**HURRY! SIGN UP TODAY SPACE IS LIMITED  
REGISTRATION FEES:**

AICC 2009 SALES MANAGERS FORUM \$995.00

THE REGION 1 SKI MEETING \$195.00

**COMBINED EVENTS (\$40 discount to attend both) \$1,150.00**

FOR REGISTRATION & HOTEL SEE 2<sup>ND</sup> PAGE



ASSOCIATION OF INDEPENDENT  
CORRUGATED CONVERTERS

# 2009 SALES MANAGERS' FORUM & REGION 1 SKI MEETING TUESDAY FEBRUARY 24<sup>TH</sup> – WEDNESDAY 25<sup>TH</sup> • LAKE TAHOE, CA

**BONUS OPPORTUNITY:** BEING HELD IN CONJUNCTION WITH AICC'S REGION 1 SKI MEETING,  
DATES FEBRUARY 21<sup>ST</sup>-24<sup>TH</sup>



## REGISTRATION

- 2009 Sales Managers Forum **\$995.00**
- Region 1 Ski Meeting **\$195.00**
- Combined Registration (\$40 discount to attend both) **\$1,150.00**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

Telephone: Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### METHOD OF PAYMENT

Check Enclosed (checks payable to AICC) for \$ \_\_\_\_\_  American Express  VISA  Mastercard

Name: \_\_\_\_\_ Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### HOTEL: BOOK YOUR RESERVATIONS NOW!

**Resort at Squaw Creek, Lake Tahoe , CA • 1-800-401-3435**

Rates starting at **\$299.00** per night (2 night stay required)

Please fax your registration form to (703) 836-2795 or contact **Janeth Arrazabal** at [jarrazabal@aiccbox.org](mailto:jarrazabal@aiccbox.org)  
or call **1-877-836-2422**

**HURRY!** Space is limited and will be accepted on a first come basis.