



AICC

EXCEEDING CUSTOMER EXPECTATIONS

MARCH 4-5, 2009 • ALBUQUERQUE, NM

REGISTER EARLY:
THIS CLASS HAS LIMITED SEATING

TEAMWORK

EXCHANGE

LEARN

Exceeding Customer Expectations

Course Description:

Attendees will learn techniques to build deeper professional relationships with their customers. They will develop a clearer understanding of the interconnectivity between themselves, their customer contacts, others at their customer's facility, their customer's customers and between others within their own plant and their customers. In other words, we will take a 360° view of sales with an emphasis on how a sales team, consisting of sales, design, finance and customer service, working together, can lead this process. The aim is to create a sales process that sincerely and effectively demonstrates the intention to help and serve the customer in a way that leads to greater cost efficiencies, innovation and profit for both sides.

Focus of the Course:

Using common sense and good business practices to uncover ways to help the customer reduce cost and inefficiency in their use of the products and services provided by AICC members.

Key Elements:

1. Uncovering the matrices of interaction (360° Selling)
2. Clarification of goals – Looking at all parties involved and developing a clearer understanding of what is motivating everyone to do what they are doing.
3. Looking at the Patterns of Success by building a library of case studies
4. Role-Play designed to help attendees to discover the pitfalls of Self-Focus
5. Sales Presentation practice using the whole team.

SEMINAR AGENDA:

Day 1, March 4th 9:00am:

Internal Negotiations
Leadership
Building Trust Between Departments
Fear and Patterned Responses
NOON- 1:00 LUNCH
Role-Play – Negotiation
Pressure
Planning
Goals and Motivation

First Day Ends 4:00pm

Day 2, March 5th 9:00am:

360° Selling
Team Exercise - The Hidden Dollars
Dealing With Trust Violation
Recognizing and Handling Objections
Communicating Professionalism
NOON- 1:00 LUNCH
Telling The Story – Building Case Studies of Success

Second Day Ends 4:00pm

Suggested Supplemental Reading Materials:

Emergence and Mind Wide Open
by Steven Johnson

A Whole New Mind by Daniel Pink

EXCEEDING CUSTOMER EXPECTATIONS

REGISTRATION

Member Registration **\$995.00**

Nonmember Registration **\$1095.00**

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 HOTEL RESERVATIONS NOW!

Albuquerque Marriott 2101 Louisiana Boulevard, N.E.

Albuquerque, NM 87110 **1-505-881-6800**

Room Rate: \$125.00 Cut-off date: February 11, 2009

Are you a member of
these associations?

- FBA
 NAPA
 TAPPI

Please fax your registration form to (703) 836-2795 or contact **Janeth Arrazabal** at jarrazabal@aiccbox.org
or call **1-977-836-2422**

HURRY! Space is limited and due to the popularity of the program this workshop will fill fast.

CANCELLATION POLICY: All course cancellations must be made in writing and sent to AICC, P.O.Box 25708, Alexandria, VA 22313, faxed to (703) 836-2795 or emailed to education@aiccbox.org. Registrants who cancel more than three weeks prior to the program date are entitled to a full refund of the registration fee; three weeks or less, but more than one week, a cancellation of 50% of the registration fee will be assessed; within one week and no shows, no refund. AICC does not offer refunds for those who cancel within three weeks of the program date and wish to reschedule their participation to another program or to the same program on a later date. However, substitutions are allowed and strongly encouraged and can be made from the same company for the same course date. If AICC cancels any program, a full refund will be provided. AICC may cancel programs if attendance does not meet required levels. Be sure to phone AICC to confirm a course is being held before making non-refundable airline tickets. Travel fares and hotel deposits cannot be reimbursed.