

We welcome

Kim Nelson, AICC Chairman
Authentic Customer Service

Steve Young, AICC President
AICC International Update

Recovery, what recovery?

Carlos Leitao

Chief Economist, Laurentian Bank Securities

Following the *Great Recession* of 2008-09, a global recovery is now well underway. Nevertheless, the risks are still substantial, particularly on the policy front.



Mark Neely presents **Negotiating From Strength Part II** *Now is Different - Are You?*

There are no small decisions anymore. Business processes have been changing rapidly over the past 10 years. The last year alone has been a whirlwind of change.

The current conditions afford tremendous opportunity to the Packaging Solutions Supplier who can gain market share by differentiating itself from the competition. This effort is challenging, though. Not every individual sales person will be willing or able to step up to the task. It will require new or at least seriously adjusted methods of selling. It will require working as a team with the whole organization. Relationships are still important. However, they are only as deep as the supplier's total understanding of the customer.

In *Negotiating From Strength Part II*, Mark Neely will address:

- Effectively Negotiating Internally within your own company
- Understanding your customer's cost for your non-compliance – A non-judgmental approach to building internal alignment and efficiency
- Understanding your prospect's cost for the non-compliance of their current supplier – The key to gaining new business
- Knowing how to show flexibility without showing weakness

From Chicago, Mark received a B.A. from Antioch University with an emphasis in Organizational Management. Since 1990 he has worked as an independent corporate trainer and consultant.

General Meeting

Tuesday March 9, 2010
Mississauga Convention Centre
75 Derry Rd West

- 8:00 am Networking Breakfast
- 9:00 am Welcome from Mike Dienst
AICC Region 11 President
Kim Nelson, AICC Chairman
Steve Young, President
AICC International
- 9:40 am Carlos Leitao, Chief Economist
Laurentian Bank Securities
- 10:30 am Mark Neely, Part II

Be an Event Sponsor

Speaker Sponsor	\$1000
Breakfast Sponsor	\$ 500
Doublewall Sponsor	\$ 300
B Flute Sponsor	\$ 150

Book
early

This Is A 'No Charge' Event for AICC Canada Members. Please RSVP by March 1st

Company: _____

Registrants: _____

Add Sponsorship

\$ _____

Gst 855875993

_____ Cheque to Follow Payable to AICC Canada

Credit Card MC Visa AMX Exp _____

Card #: _____

Name on Card: _____

Auth Sig: _____