

SALES STRATEGIES FOR TODAY'S MARKET

Wednesday, February 20 - Thursday, February 21, 2019
Los Angeles, CA

A DYNAMIC SALES TRAINING COURSE WITH INNOVATIVE SOLUTIONS TO OVERCOME DIFFICULT SALES CHALLENGES

Created specifically for the packaging industry to address challenges in today's rapidly changing marketplace. This new training program is designed to breathe new life into your sales team. "What got us here, won't take us there."

Reality requires us to challenge the established thoughts, robotic behaviors, and outdated processes. This program encompasses fresh new ideas and concepts to build a solid strategy for today's competitive landscape. This 1½ day seminar is segmented into three main components, each specific area relevant to the challenges your salespeople face every day.

Prospecting

- Secure the first appointment.
- Identify and pursue prospects that *fit*.
- Learn how to use emerging technology to your advantage.
- Understand why it's not a numbers game anymore.

Time and Territory Management

- Learn new strategies for creating more hours in the day.
- Manage your time for maximum results.
- Create more time with buyers.

Commoditization and the Price Buyer

- Overcome "Your price is too high."
- Understand critical thinking.
- Understand value.

WHO SHOULD ATTEND

- Salespeople who want better results getting the first appointment.
- Salespeople who need top line growth.
- Salespeople who want to change the buyer's focus of price.
- Salespeople who never seem to have enough time to prospect.
- Sales Managers who want new prospecting strategies for their team.
- Sales Managers who desire higher contribution dollars.

INSTRUCTORS




Kim Brown, Corrugated Strategies

Kim is a 25+ veteran of the packaging industry, with experience in Sales, Sales Management, Marketing, and Business Development—for both the integrated and the independent. Kim founded

Corrugated Strategies to assist the independent sector, addressing their challenges in today's competitive market. Kim applies her sales experience, knowledge of the industry, and understanding of the market as it is today, to deliver relevant and current content, keeping participants engaged, and involved. She combines idealistic passion to fire you up with concrete advice to put into practice immediately.





"I will definitely apply what I learned from this course to better my abilities in the Market" - Mike Walsh, McLean Packaging.

"I liked the information provided on profiling sales, plant and customers" - Dustin Shadt, Vice President of Sales, Artistic Carton Company

SCHEDULE

Day One | Feb 20, 2019

7:30 A.M.	Continental Breakfast—Meet & Greet
8:30–9:00	Course Introduction & Opening Remarks <ul style="list-style-type: none">• Objectives and Expectations• Agenda• Housekeeping
9:00–10:00	Evolution of Sales <ul style="list-style-type: none">• What's Changed?
10:00–10:15	<i>Break</i>
10:15 A.M.–NOON	Commodity and the Price Buyer <ul style="list-style-type: none">• Understanding Differentiation• What Causes Default to Price?• Perception and Influence• Lobby Candy Syndrome
NOON–12:45 P.M.	<i>Lunch</i>
12:45–1:00	Morning Review
1:00–2:00	Prospecting and Securing First Call <ul style="list-style-type: none">• Common Approaches• Current Sales Cycle
2:00–2:15	<i>Break</i>
2:15–3:30	Prospecting <ul style="list-style-type: none">• Cold Call Results• Determining Fit• Communication• Buyer's Vision and Premature Quoting• Call Planning History
3:30–3:45	<i>Break</i>
3:35–4:30	Research <ul style="list-style-type: none">• Industry• Company• Buyer
4:30–4:45	Day One Wrap-Up

Day Two | Feb 21, 2019

7:30 A.M.	Continental Breakfast Day One Review and
8:00–9:00	Q & A Time Management
9:00–10:15	<ul style="list-style-type: none">• Not Tangible / Is Personal• Energy Levels• Visual / Linear• Disorganization• Psychological Obstacles
10:15–10:30	<i>Break</i>
10:30–11:15	Territory Management <ul style="list-style-type: none">• Account Classifications• Five Days / Five Regions
11:15 A.M.–NOON	Time Management <ul style="list-style-type: none">• Tasks and Activities
NOON–12:45 P.M.	<i>Lunch</i>
12:45–1:30	Connecting the Dots
1:30–1:45	<i>Break</i>
1:45–2:15	Team Case Study, Evaluation, and Preparation
2:15–3:15	Presentation and Feedback
3:15–3:30	Key Learning Group Discussion <ul style="list-style-type: none">• Action Items• Implementation Date• Outcome• Accountability

REGISTRATION | SALES STRATEGIES FOR TODAY'S MARKET

Fill out the form below for each attendee. (If more forms are needed please copy registration form.)

Name _____
Title _____
Company _____
Street Address _____
City _____ State _____ Zip _____
Business Phone # _____ Email _____

HOTEL INFORMATION

Homewood Suites

6151 W. Century Blvd. | Los Angeles, CA 90045

AICC Room Rate: \$199

To Make Reservations: Call 800-445-8667 (Deadline: 1/19/2019)

Group Code: AICC

COURSE LOCATION

Homewood Suites

6151 W. Century Blvd. | Los Angeles, CA 90045

REGISTRATION FEES

AICC Member: MONTH OF DECEMBER \$995

AICC Member: BEFORE JAN 19, 2019 \$1,195

AICC Member \$1295

AICC Non-Member \$1495

☐ Credit Card ☐ Check (Made payable to AICC. Send to, P.O. Box 25708, Alexandria, VA 22313)

Type of Card _____ Name on Card _____

Card #

Exp. Date

CVC CODE

Amount to Charge \$ _____

Signature _____

Cancellation Policy

All course cancellations must be made in writing and sent to AICC, P.O. Box 25708, Alexandria, VA 22313, or faxed to (703) 836-2795. 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 penalty of 50% of the registration fee will be assessed; less than 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 different date. Rescheduling is 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 refunded.



WHEN YOU INVEST & ENGAGE, AICC DELIVERS SUCCESS

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AICC, The Independent Packaging Association is uniting and celebrating the success of inspired, independent packaging companies. We are a growing membership association which has served independents since 1974.

AICC Serves:

Passionate Professionals; The independent and united; The responsive and agile.

AICC Will:

Connect and cultivate; Deliver success.