

# Beginning Sales Training

**W**ith **Renewing Your Sales Force**, new sales representatives for corrugated AND supplier companies will be introduced to the consultative selling process developed by Neil Rackham, called SPIN®. With this systematic and comprehensive selling model, new sales people will develop the specific skills and strategies they need to shorten their sales cycle, strengthen customer relationships, and deliver real, measurable value to customers.

This 4½ hour CD-ROM and workbook are for new sales people from the corrugated and related packaging industries with less than 18 months sales experience.

This program can be completed according to the sales person's own schedule. The sales manager is actively involved in working with the sales person to implement the skills. For new sales people, AICC's **Renewing Your Sales Force – Beginner Level Training** is the first step to real sales performance.

**For more information on the course please go to [www.aiccbox.org](http://www.aiccbox.org) and click on Education/Course Information/Renewing Your Sales Force: Beginner Level.**

Sign me up for **Renewing Your Sales Force—Beginner Level** and send my CD-ROM and workbook today.

**Method of Payment: US \$545.00 (AICC Members)**

## The program will include:

- Creating and communicating a value proposition
- Creating value for customers at each stage of the buying cycle
- Awareness and Recognition of Needs (SPIN®)
- Evaluating the customer's decision criteria
- Resolution of Concerns — Handling Objections
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- Achievement of Results — Continuing the discussion AFTER the sale
- Developing an Action Plan to Identify Priority Behaviors
- Coaching Guide for Sales Managers to Work with Sales Rep after the Program

## REGISTRATION FORM

**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](mailto: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.

Contact AICC for details.



**ASSOCIATION OF INDEPENDENT CORRUGATED CONVERTERS**

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## Payment Option

AICC Member:  Yes  No ICPF Donor:  Yes  No

Check One Please:

Check Enclosed (checks payable to AICC) for \$ \_\_\_\_\_

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Authorized Signature: \_\_\_\_\_

**Are you a member of these associations?**

- FBA  
 NAPA  
 TAPPI

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E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Go to [www.aiccbox.org/education](http://www.aiccbox.org/education) for course descriptions and online registration.