

THE HABIT OF SELLING™



OCTOBER 11, 2010
7:30 a.m.- 5:00 p.m.
Drury Lane
100 Drury Lane
Oakbrook Terrace, IL 60181

Registration Form

THE HABIT OF SELLING™

October 11, 2010

Please make photocopies for additional registrants.

Name _____

Title _____

Company _____

Address _____

City, Province _____

Postal Code / Zip _____

Phone _____

Email _____

Dietary or Physical Needs _____

Number of Years in the Industry _____

FAX Registration Form to: (847) 485-3001

THE HABIT OF SELLING — \$125.00 Per Person

Please charge my: AMEX MasterCard VISA

YES, I will attend the dinner featuring Paul Green

Card # _____ Exp. _____

Name on card _____

Signature _____

**Return completed form with payment by
September 27, 2010 to:**

Central States Chapter of MSC I
Department 5947
Carol Stream, IL 60122-5947

A full refund will be issued on cancellations received in writing by 5:00pm CST on Monday, October 4, 2010. No refunds will be issued for cancellations or no-shows after this date. Substitutions may be made at any time without penalty. Please email cancellation and substitution requests to Kate Johnson at kjohnson@msci.org

October 11, 2010

THE HABIT OF SELLING™

A **NEW** one-day sales training seminar from MSCI
MSCI and Butler Learning Systems have teamed up to provide a one-day seminar customized for the metals industry. These sales fundamentals can provide outside and inside sales professionals with the strategies and tactics to achieve sales success.

Some highlights and learning points you can expect:

- Understand the importance of people skills and the impact of relationship selling first and product selling second.
- Learn the importance of benefit selling to create the perception of value.
- Sell value and not just price by understanding and developing a value story that's customized to your customers.
- Develop a custom sales plan for a real account using the 5 A's Selling Process for pre-call planning.
- Learn how to eliminate the "fear factor" of handling objections, using the RPAST method.
- Learn and interact with your peers in an environment that promotes innovation and creativity.
- Receive a playbook after the seminar that documents all workshops and action plans for pre-call planning and preparation.

This one-day seminar provides the sales fundamentals necessary to sell in these challenging times. Standardize your selling process and develop best practices to continually improve how you execute your sales plans and impact your closing ratios.

Read what your peers experienced in a previous chapter session:

"Excellent way to revisit fundamentals of selling and enhance selling skills." **Yarde Metals**

"Bob's approach was relaxed and made the group feel comfortable instantly." **Ulbrich Steel**

"Overall experience was excellent." **Olympic Steel**

"Material was well organized and the participant exercises were good in keeping us alert and involved."
Charles C. Lewis Co.

"This was by far the best sales training seminar that I have ever attended." **Aerodyne Alloys**

The Habit of Selling

Presenter

Bob Butler, President and CEO of Butler Learning Systems (BLS) and nationally recognized sales training facilitator, will personally lead this one day sales seminar.

BLS provides sales training, consulting, leadership development and service excellence . . . Enhancing relationships and changing lives. For over 20 years BLS has worked in the steel industry, training thousands of inside and outside sales professionals.

Bob is truly "The Sales Professional[®]," celebrating over 30 years of experience in the sales trenches and as a sales trainer. He has co-authored numerous sales training programs with his father and founder of BLS, Don Butler. He is a "product of the planet."

Why You Should Attend . . .

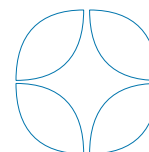
To improve your tangible and intangible sales efforts and results.

Companies Bob has worked with:

- **AK Steel**
- **American Honda Motor Co.**
- **Macsteel**
- **Ryerson**
- **Steel Technologies**

Note: You are invited to attend the MSCI Central States Chapter dinner featuring political commentator PAUL GREEN which follows the seminar at Drury Lane Oakbrook.

MARK YOUR CALENDARS FOR THIS NETWORKING EVENT AND REGISTER SOON!



Central States Chapter
Metals Service Center Institute
100 YEARS STRONG

Schedule

7:30 a.m.	Breakfast
8:00 a.m.	Welcome and Opening Objectives
8:15 a.m.	Habit Patterns Selling Benefits
9:30 a.m.	Break
9:45 a.m.	Selling Value Investment Selling Strategy Target Account Sales Call Objective Pre-Call Planning Approach
12:00 p.m.	Lunch
12:45 p.m.	Analysis Active Presentation
2:00 p.m.	Break
2:15 p.m.	Answer Objections Always Be Closing
4:30 p.m.	Plan of Action Evaluations Award Certificates
5:00 p.m.	Adjourn
5:30 p.m.	Reception
6:30 p.m.	Dinner and Speaker

Don't miss this opportunity to gain tools designed to improve your sales productivity. Register early!