

ADVANCED INSIDE SALES
Hosted by MSCI's Mid-South Chapter
Thursday, April 30, 2009
The Atlanta Athletic Club
1930 Bobby Jones Drive
Johns Creek, Georgia 30097
8:00 AM – 4:30 PM

The role of the inside sales person is key to your company's goal of building ongoing profitable customer relationships. Generally the most frequent contact point between your business and its buyers, the inside salesperson's ability to meet and exceed customer expectations can make the difference between the customer's viewing your company as either a vendor or as a value-added partner – leading to an increased share of the customer's business.

During Advanced Inside Sales, inside salespeople and their managers will learn skills and best practices for taking outbound sales interactions to the next level. They'll practice realistic sales scenarios and gain individualized peer and facilitator feedback. After the workshop, participants will be better equipped to:

- Leverage targeted outbound calling skills and strategies, to increase customer base and revenues
- Develop time management tactics for making more time available for outbound calls
- Better collaborate with outside sales and strengthen that partnership
- Accelerate business development sales cycles through value added positioning
- Improve time management
- Manage customer challenges: objections, questions and demands
- Develop an action plan to apply workshop learning on the job
- Differentiate you and your company

Who Should Attend

- Graduates of Adding Value Through Inside Sales (basic program)
- More experienced reps who have mastered basic inside sales skills
- Inside sales representatives whose responsibilities now include outbound calling
- Inside sales representatives who are considering a move to outside sales
- Inside sales managers

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Atlanta, GA

Please print your name.

Name: _____

Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Special Dietary or Physical Needs: _____

Registration is limited to 26 enrollees, so don't delay. Sign up for this fast paced, interactive course today! MSCI's Mid-South Chapter is proud to sponsor this event and bring it to you at significantly savings. This is a \$795 program that will only cost each member \$125/person.

Return Form & Payment to:**Attendance & Payment:**

- Enclosed is a check in the amount of \$125.00 payable to the MSCI Mid South Chapter

Make Checks Payable to MSCI Mid-South Chapter – Return Form and Payment to:

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