

**ADDING VALUE THROUGH INSIDE SALES:
SALES SKILLS and STRATEGIES FOR THE
METALS INDUSTRY**

September 19, 2006 – Rolling Meadows, IL

Adding Value Through Inside Sales was developed especially for MSCI and the Metals Industry. Here's what a past attendee said: "This workshop was very well put together and it was obvious a great deal of time was put into research and preparation. Every inside sales rep could benefit from participating in this course. If you don't know the steps shown on how to deal with inbound and outbound sales calls, you will go back to the office much more prepared. If you are a more experienced seller, you will gain excellent reminders and some new tips." — Patrick Coleman, Namasco, Ltd.

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 Adding Value through Inside Sales, inside salespeople and their managers will learn skills and best practices for taking inbound and 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:

- Increase the impact of their role as an inside sales professional
- Prepare for inbound and outbound calls
- Maximize inbound call opportunities
- Make outbound calls to achieve increased account potential while meeting customer needs
- Improve time management
- Manage customer challenges: objections, questions and demands
- Strengthen partnerships with outside sales to add ongoing value to the service center's client relationships
- Develop an action plan to apply workshop learning on the job

Who Should Attend

Participants will gain optimal results from this session if they:

- Have performed an inside sales function for a minimum of one year
- Are proficient with their mill or service center's products, policies and procedures
- Demonstrate basic telephone courtesy and techniques
- Attend with a sales manager or peer



4201 Euclid Avenue
 Rolling Meadows, Illinois 60008
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Please print your name exactly as it is to appear on your badge. *Photocopy form for additional attendee(s).*

Name: _____ Badge Name: _____

Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Web Site: _____

Dietary or Physical Needs: _____

Please indicate form of payment:

- MSCI members: \$495 US (First attendee)
- MSCI members: \$475 US (Additional attendees from same company)
- Non-members: \$895 US

Enclosed is a check payable to MSCI in U.S. dollars

Please charge my: American Express MasterCard Visa

Credit Card Number: _____ Exp. Date: _____

Signature: _____

Return Form and Payment to: **Metals Service Center Institute**
 4201 Euclid Avenue
 Rolling Meadows, IL 60008
 Phone: (847) 485-3000 Fax: (847) 485-3001

**A full refund will be issued on all cancellations received by 5:00 pm CST on Tuesday, August 29, 2006. A 50% refund will be issued on all cancellations received after that date. No refunds may be issued after Tuesday, September 5, 2006 or for no-shows. Substitutions may be made at any time. All requests for cancellations or substitutions must be made in writing and emailed to info@msci.org.*

***Please check our website 30 days prior to the class date for lodging information.*