

ADVANCED INSIDE SALES

March 16, 2010 – Rolling Meadows, IL

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

The course will begin at 8:00 a.m. on Tuesday, March 16, 2010, with the program ending by 4:30 p.m. The dress code for this program is business casual.

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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: _____

Special Dietary or Physical Needs: _____



Please indicate form of payment:

Register on-line at www.mscli.org

- MSCI members: \$715 On-line registrations received on/before February 16, 2010
- MSCI members: \$915 Registrations received via mail/fax on/before February 16, 2010
- MSCI members: \$915 On-line registrations received after February 16, 2010
- MSCI members: \$1,115 Registrations received via mail/fax after February 16, 2010
- Non-members: \$1,315

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 & Payment to: **Metals Service Center Institute**
75 Remittance Drive, Suite 3177
Chicago, IL 60675-3177

Full refunds will be provided for cancellations received in writing before February 16, 2010. Cancellations received by March 2, 2010 will receive a 50% refund of all fees paid. After that date, no shows and cancellations will not be eligible for refunds. Substitutions may be made at any time. MSCI reserves the right to cancel any course with insufficient enrollment. Email cancellation or substitution requests to Doug Haumiller at dhaumiller@mscli.org or 847-485-3005.