

## **SALES MANAGEMENT**

April 21, 2010 – Rolling Meadows, IL

*Here is what a recent attendee had to say about the program. "This course was excellent. It reinforced what I am currently doing. The instructor gave me new ideas on how to motivate people. It summarized briefly and directly how to lead people. Great job. Great presentation."*

No position has more direct impact and influence over increasing sales than sales management. This course will assist new and veteran sales managers alike.

### **Students will learn to:**

- Develop and understand leadership vs. management principles
- Create territory development and customer-analysis plans
- Develop and understand teaching and coaching principles
- Understand motivation and performance enhancement
- Ensure ongoing accountability
- Implement goals, strategies, and action plans

Instructor **Mike Corcoran** has led sales, service and management teams for more than 25 years. With a metals industry background, Corcoran believes that each individual's mind-set, attitude and philosophy shape how they do business.

The course will begin at 8:00 a.m. on Wednesday, April 21, 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 online at [www.msci.org](http://www.msci.org)



- MSCI members: \$950 On-line registrations received on/before March 23, 2010
- MSCI members: \$1,150 On-line registrations received after March 23, 2010
- MSCI members: \$1,150 Registrations received via mail/fax on/before March 23, 2010
- MSCI members: \$1,350 Registrations received via mail/fax after March 23, 2010
- Non-members: \$1,550

Enclosed is a check payable to MSCl 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 March 23, 2010. Cancellations received by April 7, 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. MSCl reserves the right to cancel any course with insufficient enrollment. Email cancellation or substitution requests to Doug Haumiller at [dhaumiller@msci.org](mailto:dhaumiller@msci.org) or 847-485-3005.