

## **ADVANCED SELLING for OUTSIDE SALES**

November 16 and 17, 2010 – Rolling Meadows, IL

*The overall rating of this program in 2008 was a 4.83 on a 5 point scale.*

This advanced sales program, developed especially for Service Center Sales Professionals and Managers, will give you proven techniques for landing and retaining important accounts.

Moving away from familiar selling patterns can be painful, and given the slightest opening, even the best-intentioned salespeople revert to pushing products and services. The problem with product selling is severe. It generally leads to short term, one-time-only solutions with little barrier to competition and even less price stability. With fewer salespeople responsible for a larger account base, we no longer have the time or resources to re-sell the customer with every transaction.

Developed and facilitated by service center veteran Fred Doering, this program will help you to look at your major accounts in a different way. Sales professionals face more competition, fewer customers, a changing marketplace, more complex products and services, new technologies, more responsibility, and less time to get it all done. This program is designed to help you acquire and practice skills in consultative selling, considering everything from the customer's point of view. Learn to set yourself apart from competitors, sell and keep major accounts by developing and executing long-term solutions to solve the major accounts' business problems.

### **Course Outline**

In this course you learn by doing. Each piece of the curriculum is supported with Service Center cases that allow individual, team, and group application and practice of the skills.

#### Introduction

##### The Real Customer

- Practice Account Consulting
- Identify and Rank Key Players
- Pinpoint Values
- Learn to Write Vision Statements

##### Business Problems

- Define and Recognize Business Problems
- Categorize Business Problems
- Discover Four Levels of Probing
- Practice Probing to Uncover Business Problems

##### Needs and Tools

- Rank Business Problems
- Develop a Toolbox
- Categorize and Rank Tools
- Select The Right Tools

##### Solutions and Closing

- Determine Personal and Organizational Value
- Match Problems, Tools and Benefits
- Compare Vision and Solution Effect
- Gain Support and Manage Resistance
- Present Solutions

##### Implement, Measure, and Document

- Use Drivers and Action Steps to Implement
- Practice Techniques to Follow Up on Implementation
- Discover the Importance of Documenting
- Practice Methods of Documenting
- Learn How to Keep It Alive

### **Who Should Attend**

#### ***Salespeople who want to***

- Acquire and maintain major accounts
- Move beyond price
- Increase margin
- Form strategic relationships
- Get out of the competitive rut
- Learn how to prove value
- Practice skills that are meaningful to major accounts
- Sell throughout the account hierarchy

#### ***Sales, district and regional managers who want to***

- Build a major account strategy
- Retain existing business
- Reduce re-selling time and expense
- Permanently differentiate from competitors
- Sell long-term rather than short-term
- Improve profitability

The course will begin at 8:00 a.m. on Tuesday, November 16, 2010, with the program ending by 4:30 p.m. on Wednesday, November 17. The dress code for this program is business casual.

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*Here's what recent attendees had to say about the program: "Helped to identify steps for earning business at large accounts." "Focus on problem-solving customer needs instead of merely selling products and services." "Helped me sell at higher level."*

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.msci.org](http://www.msci.org) to receive a \$200.00 discount.



- MSCI members: \$1,270 On-line registrations received on/before October 19, 2010
- MSCI members: \$1,470 Registrations received via mail/fax on or before October 19, 2010
- MSCI members: \$1,470 On-line registrations received after October 19, 2010
- MSCI members: \$1,670 Registrations received via mail/fax after October 19, 2010
- Non-members: \$1,870
  
- Enclosed is a check payable to MSCI in U.S. dollars

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Full refunds will be provided for cancellations received in writing before October 19, 2010. Cancellations received by November 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@msci.org](mailto:dhaumiller@msci.org) or 847-485-3005.