

NEW!

November 19, 2008 · Ypsilanti, MI · 9am – 4pm



FEATURED INSTRUCTOR

Mr. Joe Ellers

Joe Ellers has worked with over 900 companies around the world training thousands of sales representatives, professionals and executives. He is a dynamic speaker, an effective consultant & trainer, and is a lifetime salesman himself. He brings hands-on experience to the table.



Drive profits to sustainable higher levels with a skilled and service-oriented Inside Sales team

Essentials of Profitable Inside Sales in Distribution[®]

A CORE COMPONENT

Here are just a few of the skills that your sales team will learn:

- ⊗ **How inside sales is expanding its role in a profitable operation**
- ⊗ **Basic economics of a profitable operation**
- ⊗ **Eight steps for handling upset customers**
- ⊗ **How to become a customer service super star**
- ⊗ **How the costs of servicing a sale can kill profits**
- ⊗ **Identify the eight characteristics of an unprofitable customer**
- ⊗ **How to increase the profitability of a transaction**
- ⊗ **10 factors that increase customer price sensitivity**
- ⊗ **Mastering the 5 key steps in the communications process**
- ⊗ **Selling benefits, cold calling, prospecting, getting past the gatekeepers**
- ⊗ **How to organize your activity and save time**
- ⊗ **How to manage your career as a sales professional**

HOW?

The ASA Education Foundation presents *Essentials of Profitable Inside Sales in Distribution[®]* in a comprehensive one-day seminar.

WHY?

This is the perfect opportunity for your sales and management employees to rise to the next level. With these skills, they can take on a larger role in improving the profitability of individual transactions and customers, while controlling costs and increasing customer satisfaction. They will discuss how to apply these skills to drive profits through their daily actions.

A typical Inside Sales Team:

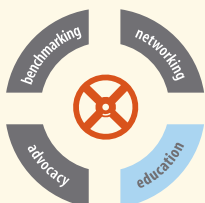
Is the first point of contact with your customers | Takes orders | Provides product information | Supports Outside Sales | Troubleshoots orders | Expedites solutions

An **exceptional** Inside Sales Team couples all these skills with enlightened activity that drives profits to sustainable higher levels.

Every attendee will receive:

- Full day of instruction from one of distribution's premier sales trainers
- A copy of the *Essentials of Profitable Inside Sales in Distribution[®]* – a course-work and insides sales professional roadmap*
- Six weeks to complete the reading and course quizzes
- A final exam
- Certificate of completion, ideal for framing

Essentials of Profitable Inside Sales in Distribution[®] is the second in the ASA Education Foundation's series of distribution sales and management programs. This comprehensive course includes 12 chapters (240 pp), 12 end-of-chapter quizzes, a final exam and certificate of completion. This will rapidly become your sales team's roadmap, helping them with the everyday asks and challenges of the Inside Sales professional.



REGISTER your key sales and management employees by November 11!



**SUBMIT THIS
REGISTRATION FORM
& PAYMENT TO NCWA
by NOVEMBER 11, 2008**



**Wednesday
November 19, 2008
9am – 4pm**

**ANN ARBOR MARRIOTT
YPSILANTI AT EAGLE CREST**
1275 S. Huron Street
Ypsilanti, MI 48197

**OVERNIGHT
ACCOMMODATIONS**
\$109/night
*(ask for North Central Wholesalers
Association rate block)*

PHONE BY OCTOBER 28
734-487-2000
800-228-9290

MAIL TO
NCWA
3271 SPRINGCREST DRIVE
HAMILTON, OH 45011

FAX TO
513-895-1739

**QUESTIONS & SPECIAL
ACCOMMODATIONS**

CONTACT
Dan Schlosser
513-895-0695
800-537-6585
dan310@earthlink.net

*“ Finally, someone is
treating inside sales like
a true profession.
The emphasis on profitable
sales, extracting more gross
margin dollars out of a sale,
adding line items, and
exploiting the different types
of price sensitivities take
inside sales to a much higher
level. This course will allow
today’s inside sales people to
leap ahead of the expanding
duties and responsibilities
of tomorrow’s inside sales
professional.”*

JOE POEHLING
First Supply

1 COMPANY INFORMATION

Company Name Name of Person Completing This Form

Company Address

City State Zip

Phone Fax E-Mail (for confirmations)

2 REGISTRANT INFORMATION

Registration fees include a full-day of professional instruction, course book, short quizzes, a glossary to build a vocabulary of industry terms, a final exam, certificate of completion, and continental breakfast & lunch.

#1: _____
Name Title

#2: _____
Name Title

#3: _____
Name Title

#4: _____
Name Title

#5: _____
Name Title

#6: _____
Name Title

3 PAYMENT

| | QTY | | MEMBER* | | NON MEMBER | | TOTAL |
|-------------------------------|-------|---|---------|----|---------------|---|-----------------|
| First Registrant | 1 | X | \$129 | or | \$189 | = | \$ _____ |
| Additional Registrants | _____ | X | \$89 | or | \$139 | = | \$ _____ |
| TOTAL FEES = | | | | | | | \$ _____ |

- CHECK enclosed for \$ _____ (payable to NCWA)
- BILL ME for the amount of \$ _____ (NCWA or ASA Members only)

* Member fees apply to any member of an ASA Region.

SUBSTITUTIONS & REFUNDS Substitutions are welcome at anytime; NCWA will provide a full refund only for cancellation notices received by no later than NOVEMBER 11, 2008.