

# MANUFACTURING THE SALE

Tuesday, June 7 & Thursday, June 9, 2016  
1:00 pm DST (60 minute presentation)

## CREATING A SUSTAINABLE, MEASURABLE PROCESS MODEL FOR NEW BUSINESS DEVELOPMENT, MARKETING AND SALES SUPPORT

AICC presents a 2-part iWebinar that focuses on Packaging Manufacturing environments such as custom-folding cartons, corrugated converters and box manufacturers, retail packaging and point-of-purchase displays, contract packaging (assembly, kitting and fulfillment) CPG plastic packaging and automotive/industrial molded pulp applications.

### What You Can Expect to Learn

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#### **PART ONE: Tuesday, June 7, 2016**

- *What is the current situation, within packaging sales environments, as it pertains to new opportunity and new account development?*
- *What are the negative ramifications of lacking process and structure in these areas?*
- *What is the importance of modeling a process and creating a "division of labor" model?*
- *What are the criteria for variable solutions based upon your existing structural/sales growth needs?*

#### **PART TWO: Thursday, June 9, 2016**

- *How do you create a process model that meets the criteria (show how/what is done, integration of process model with existing sales/marketing team efforts and staff)?*
- *How do you quantify return on investment and link that back to sales revenue growth plans?*
- *Internal versus outsourced...what is the right choice?*

### Who Should Attend?

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- *Presidents, CEOs and Business Owners* • *Groups Presidents, Vice-Presidents*
- *VP of Sales, VP of Business Development* • *Director of Sales, Sales Management*
- *Executives who are in charge of Sales Growth, P & L responsibilities*

