

NEW

LEARN ONLINE

Real classes...in real time.

NEW Online Course Sales Manager Leadership Workshop February 9-12, 2010 - Four Consecutive Days, 1:00-3:00 PM eastern

Purpose and Background

Ready mix sales managers need every tool in the box to survive in today's difficult market. If you are stressing about hitting sales goals with fewer customers, fewer sales reps and smaller budgets, then the concepts in this hard hitting workshop are for you.

Four consecutive days of web-conferences, with homework, for ready mix concrete sales executives and business owners.

Seminar Topics

- Defining world-class sales standards
- Territory management strategies
- Coaching and mentoring
- Performance assessment
- Hiring and mentoring

How You Will Benefit

The course focuses on acquiring immediately applicable and competitive skills. It provides attendees with state-of-the-art strategies and methodologies to plan and execute short and long term sales performance of individuals and the team. At the end of the course, attendees will be able to:

- Manage your own key accounts while optimizing communication with your sales team.
- Move from a people management model to a decision management model so sales staff's actions directly impact business.
- Develop complex solutions for more lucrative contracts.
- Recruit and train a higher caliber of sales professionals for a team environment.
- Recognize your sales reps' road blocks and help them develop strategies to increase their productivity.
- Use analytical tools to judge the difference between heavy territory activity vs. time management for quality results.
- Increase staff's close ratio through methods tailored to the customers' decisions to buy.



Who Should Attend

Ready mix concrete sales and area managers and smaller producer-owners. Additionally, and anyone responsible for budgeting, forecasting, and generating sales revenue in a group environment will benefit from this course.

Online Instruction

Sales managers participate in six online lessons that conclude with their own personalized "action implementation" assignment for each lesson. Attendees then participate in a daily web conference with their class peers where they share their findings and provide suggestions.

Certification

Upon full completion of the online lessons, attendees submit their homework via email prior to the start of the daily webinar. They receive a Pass/Fail grade for each assignment. At the end of the class, attendees test for NRMCA Sales Management Certification; students must have already earned NRMCA's CCSP certification to earn the sales management designation.

REGISTER TODAY

NRMCA Members: **\$495** per person
Non-members: **\$695** per person

To register, use the attached form or visit NRMCA.org. For more course information, contact:

Shawnita Dickens at (888) 846-7622 x1154 or email: sdickens@nrmca.org.



Certified Concrete Professional

The highest professional designation in the industry. This seminar is part of NRMCA's Seminars, Training and Education Programs, STEPS®, and earns you credit towards becoming a CCPF.



SALES MANAGER LEADERSHIP WORKSHOP

Online Course and Certification Registration Form

Tuesday, Feb. 9 - Friday, Feb. 12
Four consecutive days at 1-3 pm eastern

This online course consists of six online lessons that conclude with personalized "action implementation" assignments for each lesson. Attendees will also participate in a daily web conference with their class peers where they will share their findings and provide suggestions.

Registration Fee

Registration entitles individual access to the online course, presentations, reading materials, quizzes and **one** certification exam at one location (site).

NRMCA member (per site)	1	@	\$495	=	
Additional NRMCA member attendees at same site	_____	@	\$495	=	
Non-member (per site)	1	@	\$695	=	
Additional Non-member attendees at same site	_____	@	\$1695	=	
TOTAL			=		

Payment Method

Check (make check payable to NRMCA)
 Mail registration form and check to:
 SunTrust Bank, c/o NRMCA
 P.O. Box 79433
 Baltimore, MD 21279

VISA MasterCard AmEx

Card Number: _____

Exp. Date: _____

Name on Card (print): _____

Signature: _____

For credit card payment, fax form to Jessica Moore, Meetings Dept., NRMCA, (301) 565-8200 **Credit card or check must accompany registrations**

You may cancel your registration at any time. Full cancellation refunds, less a \$50.00 administration fee, will be extended until January 26, 2010. All cancellations after that date will not be refunded. Fee cancellations cannot be transferred to a future class. Registration cancellations must be made in writing to:

NRMCA Meetings Dept.
 900 Spring Street
 Silver Spring, MD 20910
 Fax (301) 565-8200
 E-Mail: jmoore@nrmca.org

Main Registration

Entitles access to the online course, presentations, reading materials, quizzes and **one** certification exam at one location (site). For additional certifications at the same location, complete the Additional Attendee Registration section of this form.

Submit separate form for each location (site). Save a copy for your files.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail (required): _____

Additional Attendee Registration

List additional individuals at the same location listed under Main Registration wishing to receive access to the online course, presentations, reading materials, quizzes and certification exam. Make a copy of this form to add more attendees.

Name: _____

Phone: _____

E-mail (required): _____

Name: _____

Phone: _____

E-mail (required): _____

Name: _____

Phone: _____

E-mail (required): _____

Name: _____

Phone: _____

E-mail (required): _____



For NRMCA Use Only Order #: _____ Authorization #: _____ Date _____ Confirmation # _____