

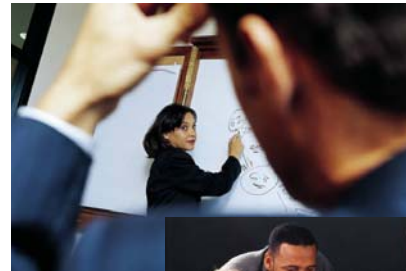


# Training Workshops

*"Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have."* Mark Twain

## **SALES & CUSTOMER SERVICE TRAINING**

- *Selling to Lean Manufacturing Customers*
- *Selling to Buying Teams*
- *Competitive Turnover Workshop*
- *Selling Value to Customers*
- *Effective Influence & Communication Skills*
- *Overcoming the Four Fears of Buyers & Sellers*
- *Using the Customer Database to Increase Orders*
- *Effective Customer Meetings*
- *Presentation Skills for Manufacturing Professionals*
- *Selling to Small Shops*
- *Telephone Selling & Customer Skills*
- *Preparing & Presenting Winning Proposals*
- *Trade Show Selling Strategies*
- *Working with Customers*
- *Application Engineer Customer Skills*
- *Territory Management*
- *Computer-Aided & Internet Selling Techniques*
- *Selling to Different Age & Cultural Groups*



## **MARKETING WORKSHOPS**

- *Marketing Survival Skills Workshop – 2 Days*
- *Marketing Skills for Contract Manufacturers & Job Shops*

## **MANAGEMENT & LEADERSHIP WORKSHOPS**

- *Practical Communication Skills*
- *Train the Trainer*
- *Team Building*
- *The World Class Industrial Family*



## **MANUFACTURING TECHNOLOGY WORKSHOPS**

- *Fundamentals of Manufacturing Technology*
- *Sales Engineer's Technical Training*
- *How to Buy Machine Tools*
- *World Class Manufacturing Trends*
- *Capital Equipment Justification Strategy*

## **CUSTOM WORKSHOPS, KEYNOTE AND DINNER SPEAKING**

- *Custom Industry or Motivational Topics*

## **AMTDA CMTSE RECERTIFICATION CREDITS**

- *The American Machine Tool Distributors' Association's "Certified Machine Tool Sales Engineer" - CMTSE program - requires recertification every 3 years. Most of the above courses qualify for recertification credits at the prescribed 1 credit per full day of training (.5 credit for half-day is allowed).*

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