CUSTOMER SERVICE TRAINING for the FOREST PRODUCTS INDUSTRY

October 23, 2003
Donaldson Brown Hotel & Conference Center
Blacksburg, Virginia

http://www.conted.vt.edu/cstfp/

Virginia Tech presents
a short course on...

▲ About the Short Course
Many individuals who are hired into customer service positions in the forest products industry have very little background in the industry or were never trained in good customer service attributes. Research shows that successful customer service techniques differ per commodity products such as lumber, building products, or paper. Those attending this short course will learn about the hardwood lumber industry and markets, the softwood and building products industry and their markets, and factors affecting these markets. Participants will learn how to work with customers, other sales personnel, and their own communication style. Personal selling and the importance of customer service will be discussed. The participants will have the opportunity to evaluate and be evaluated on their own customer service style and identify where their strengths and areas of improvement are.

▲ Topics Covered
 ▼ The Wood Products Industry—We will provide an overview of hardwood and softwood lumber manufacturing and markets, the structural panel and the new engineered products and markets and where to find information on these markets.
 ▼ Market Trends—Major factors such as certification, international trade, and substitute products that affect solid wood markets will be described.
 ▼ What Makes a Good Customer Service Representative—The traits of a good customer service representative will be presented and discussed. Individuals will take a self-evaluation of their strengths and areas for improvement.
 ▼ Customer Behavioral Styles—All customers have different behavioral styles. By understanding the customer’s behavioral style, customer service individuals can adjust their style to meet the customers’ needs better.
 ▼ Working with Salespeople—This session will discuss how to support the sales force with good record keeping, open communication and servicing their customers.
 ▼ Working with Customers—This session describes how to feel positive when working with customers, encouraging feedback, listening skills, how to properly respond to customers and develop long-term relationships.
 ▼ Communication Skills to Assist in Customer Support—This session will evaluate the communication process and how good communication is the foundation of strong customer service.
 ▼ Time Management for the Customer Service Representative—By evaluating how we manage our time, we can spend more time servicing those customers that bring the most revenue to our company.
▲ Who Should Attend
This course is designed for new sales support and customer service representatives who do not have a forest products background or are new to the customer service role. It is also designed for those in management who would like to assist their customer service representatives to be more effective in their role.

▲ Short Course Agenda
Thursday, October 23, 2003
8:00 am  Registration and Continental Breakfast
8:30  Class begins
     Introductions
     Short Course leader
9:00  Markets for Wood Products
10:30  Market trends
11:15  What Makes a Good Customer Service Representative
12:00 pm  Lunch
1:00  Customer Behavioral Styles
2:00  Working with Sales People
3:00  Working with Customers
3:45  Communication Skills
4:30  Time Management
5:00  Course Ends

▲ Fee and Registration
The short course fee of $250 ($225 for employees of companies that are members of the Center for Forest Products Marketing and Management) covers registration, instructional materials, coffee breaks, continental breakfast, and lunch. To register, complete the attached registration form and return with payment to the address indicated. You may also register online at http://www.conted.vt.edu/cstfp/. Your registration should be received no later than October 9, 2003. Registration is limited to the first 30 applicants. For additional information, contact Bob Smith at 540-231-9759 or e-mail: rsmith4@vt.edu.

Note: Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.

Refund and Cancellation Policy: Requests for refunds will be honored when received seven calendar days prior to the program. However, another person may be substituted at any time for this program. A $25 administrative fee will be deducted for cancellations. In the unlikely event that this program is cancelled or postponed due to insufficient enrollment or unforeseen circumstances, the University will fully refund registration fees but cannot be held responsible for any other expenses, including cancellation or change charges assessed by airlines, hotels, travel agencies, or other organizations.

▲ Location and Lodging
The short course will be held on the campus of Virginia Tech in Blacksburg. Lodging and registration is at the Donaldson Brown Hotel and Conference Center. The hotel is easily accessed from I-81. Take Exit 118B to Route 460 West, Blacksburg Business Exit (Main Street), Turn left on College Avenue and left again on Otey Street. The hotel is on the right and parking is on the left.

Participants are responsible for making their own reservations. Lodging rooms are being held until September 22, 2003, at a reduced rate of $76 +tax for a single or double. To reserve a room, please call toll free 877-200-3360 or direct at 540-231-5156. Be sure to mention the name of the short course.

▲ Course Instructors
Dr. Bob Smith is an Associate Professor/Extension Specialist in Forest Products Marketing and Director of the Center for Forest Products Marketing and Management at Virginia Tech. He has over 15 years of experience in the wood products field and eight years of personal selling experience.

The Center for Forest Products Marketing and Management is a cooperative venture of the forest products industry, the U.S. Forest Service, various public agencies, and Virginia Tech. The Center is located in the Corporate Research Park on the Virginia Tech Campus and is part of the Department of Wood Science and Forest Products in the College of Natural Resources.

The Center has three objectives:
(1) to train marketing-oriented men and women for employment in forest products and related industries
(2) to be a continuing source of market intelligence and competitive advantage for member organizations
(3) to promote the wise use of our renewable forest resources for economic growth, and to meet society’s expanding needs for affordable wood and fiber products.

For membership information, contact Clare Foster, Communications and Marketing Manager at (540) 231-4406.

▲ Course Registration
Customer Service Training for the Forest Products Industry
October 23, 2003
Please print or type – complete a separate form for each participant
Or Register Online at: http://www.conted.vt.edu/cstfp/
Name ________________________________
Social Security # _______________________
Title _________________________________
Organization __________________________
*Organization’s FID # __________________
Address ______________________________
City ____________________________ Zip ______
Daytime Phone # _______________________
Fax # ________________________________
Email Address _________________________
Signature ______________________________

Registration Fee  q $250 Non-Member Company or
                 q $225 Center-Member Company
Registration will be processed when payment is received.

Method of Payment:
 q Check enclosed. Make check payable to:
   Treasurer, Virginia Tech CE
 q MasterCard  q VISA  q AmEx
   Card # _____________________________
   Exp. Date __________________________
   Name of cardholder __________________
Return by October 9, 2003 (no staples, tape, or paper clips, please) to:
Conference Registrar, Outreach Program Development,
810 University City Boulevard, Suite D, Virginia Tech,
Mail Code 0272, Blacksburg, VA 24061, phone (540) 231-5182, fax (540) 231-3306 (credit card registrations only)

*FID # is necessary to process a refund payable to any company, agency or government.

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