About the Short Course

Personal selling is the primary tool used in marketing most forest products. Yet, very few individuals in the industry have professional sales training when starting their career. Those attending this short course will learn the basics of personal selling, methods of identifying new customers, and will analyze their personal selling profile. The course is designed to improve the efficiency and effectiveness of sales personnel. It is intended for new sales and marketing personnel or those wishing to improve their selling skills in the forest products industry.

Topics Covered

- Personal Selling as a Marketing and Promotional Function – This section discusses the role of sales people in the overall promotional and marketing function of the organization.
- Successful Personal Selling Strategies – Strategies have been developed that can improve the effectiveness of most sales people. Learn which strategies are right for your selling style.
- Customer Behavior Styles – All customers can be classified into certain behavioral styles. By understanding the customer’s behavioral style, sales people can adjust their selling strategies for maximum success.
- Personal Selling Profile – This self-test will measure your selling strengths and provide insight to where improvements can be made in your selling skills.
- Locating Customers – Prospecting for new customers is a primary function of sales people. This section will provide sales people with ideas on how to locate new customers.
- Making a Successful Sales Presentation – This section teaches how to present yourself and sales material to new or existing customers.
- Telemarketing – In the forest products industry, most sales are made by the telephone. Effective use can save time and improve sales.
- Trade Shows – Methods will be demonstrated to maximize your success when working or attending trade shows.
- Territorial Management – Effective management of tasks and clients allow the salesperson more time for prospecting, follow-up, and closing sales.
- Goal Setting – Setting goals is the primary method that separates good sales people from great sales people. This session will demonstrate the importance of goal setting and how to apply it to your sales career.
- Trends in the Industry – It is important for the sales person to recognize those factors outside his/her control that may have an impact on their sales. This session will focus on the important trends that are affecting the wood products industry.
Who Should Attend
- New sales and marketing personnel in the forest products industry
- Those who want to improve their sales skills
- Sales managers who would like to improve the effectiveness of their sales force

Short Course Agenda

**Thursday, December 1**

8:00 am  Registration and Refreshments
8:30 – 12:00 Short Course Leaders
Introduction
Personal Selling as a Marketing & Promotional Function
Successful Personal Selling Strategies
Customer Behavioral Styles
12:00 – 1:00 Lunch (Provided)
1:00 – 4:00 Personal Selling Profile
Locating Customers
Making a Successful Sales Presentation
Telemarketing

**Friday, December 2**

8:30 am  Refreshments
9:00 – 12:00 Wood Products Industry
Trade Shows
Territorial Management
12:00 – 1:00 Lunch (Provided)
1:00 – 3:00 Goal Setting
Trends in the Industry
3:00 Course Ends

Fee and Registration
The short course fee of $395 ($325 for employees of companies that are members of the Center for Forest Products Marketing and Management) covers registration, instructional materials, coffee breaks, continental breakfasts, and lunch on both days. To register, complete the attached registration form and return with payment to the address indicated. You may also register online at www.conted.vt.edu/sfp/. Your registration must be received no later than November 1, 2005. Registration is limited to the first 25 applicants. For additional information, contact Bob Smith at 540/231-9759 or e-mail: rsmith4@vt.edu.

Fee and Registration Form

Name of cardholder:
Exp. Date:
Card #:
Note: Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.

Refund 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 enrollments 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 are at The Inn at Virginia Tech and Skelton Conference Center. The hotel is easily accessed from I-81. Take Exit 118B to Route 460 West Bypass, travel approximately 13 miles, take the downtown exit for Prices Fork Road. At the first stoplight turn right into the hotel parking lot.

Participants are responsible for making their own reservations. Lodging rooms are being held until **October 31, 2005** at a reduced rate of $60 + tax for a single or $80 + tax for a double. To reserve a room, please call toll free 877-200-3360 or direct at 540/231-8000. Be sure to mention the name of the short 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.

**Dr. Bob Smith** is a Professor of Forest Products Marketing in the Department of Wood Science and Forest Products and Associate Dean for Graduate and Research Studies in the College of Natural Resources at Virginia Tech. He is internationally recognized for his research in competitive strategies in the forest products industry.

Course Registration

Selling Forest Products • December 1-2, 2005

Please print or type – complete a separate form for each participant
Or Register Online at: www.conted.vt.edu/sfp/

Name ____________________________________________
Title ____________________________________________
Organization ______________________________________
*Organization’s FID# ______________________________
Address __________________________________________
City ____________________________________________
State __________________ Zip ____________
Daytime Phone # ____________________________
Fax # __________________________________________
Email Address ____________________________________
Signature ________________________________________

Registration Fee:
❑ $395 Non-Member Company or
❑ $325 Center-Member Company
Registration will be processed when payment is received.

Method of Payment:
❑ Check enclosed. Make check payable to:
  Treasurer, Virginia Tech CE
❑ MasterCard    ❑ VISA    ❑ AmEx
Card # __________________ Exp. Date ______________

Name of cardholder ________________________________

Return by **November 1, 2005** (no staples, tape, or paper clips, please) to:
Conference Registrar, Outreach Program Development,
702 University City Boulevard, Virginia Tech,
Mail Code 0272, Blacksburg, VA 24061, phone 540/231-5182,
fax 540/231-3306 (credit card registrations only)

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

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