

Mr. Joe Ippolito - Sandler Trainer

Joe Ippolito is an award-winning Sandler trainer, author, coach, and speaker. His columns on cutting-edge sales topics appear regularly in the Boston Business Journal. Joe has successfully trained and consulted with professionals in upper management and sales from a variety of industries including manufacturing. From start-ups building their sales organizations to established businesses developing their sales force methodology and sales leadership, Joe helps his clients achieve top line and bottom line results. Joe's successful clients are companies that are committed to becoming leaders in their industry by developing their human capital -- sales and sales management teams-- that give them true competitive advantage.



With over 200 training centers located worldwide, Sandler Training is the leading sales, and sales management development firm. For six years in a row, Sandler has been named the #1 Sales Force Development firm by Entrepreneur Magazine.

Main Office: 100 Cummings Center, Suite 131G, Beverly, MA 01915- other training centers in Boston, Braintree, Waltham.

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About The Northeast Region NTMA Events & Conferences:

The Northeast Region NTMA Chapters have forged a partnership to work together on regional issues and joint events in order to strengthen our cohesion and collaboration as a group. Our efforts bring leaders from the precision custom manufacturing industry together to learn, share, network with the goal to offer members and other industry representatives opportunities to build relationships and business knowledge on a more regional level.



About NTMA:

The National Tooling & Machining Association is the largest trade association in the U.S. serving the custom metalworking industry since 1943. NTMA members supply the parts, tools and molds that go in to the creation of every manufactured product in the world and serve vital industries such as defense, aerospace, agriculture, automotive, construction and many more. For more info on NTMA programs & services, go to www.ntma.org



The Northeast Region NTMA Chapters Present

Sales and Business Development “Boot-Camp”

**A 1-Day Training Seminar
for:**

- ⊕ CEOs
- ⊕ Sales Leaders
- ⊕ Sales Professionals

***Out Perform Your
Competition***

***Sell More In Spite
of the Economy***

April 9, 2010

The Publick House
On the Common Rte 131
Sturbridge MA
9 AM - 3 PM

Increase Your Sales - Get New Customers

While the economy is showing signs of life, it doesn't mean dollars are flowing freely. Competition and price negotiations are tougher than ever. As companies and people still make decisions, is your company best positioned to develop new business? Are you properly positioned to expand your existing account relationships?



If you are a business owner, sales professional, or charged with business development within your company our April 9, 2010 "Boot Camp" is an event you can't miss.

For CEO's: How can your team increase both top and bottom line revenues?

For Sales Leaders: How do you best manage and develop a top performing sales team?

For Sales Professionals: What new skills have you developed to outperform the competition?

This interactive training will cover **creative prospecting, account management, handling objectives and stalls, understanding the buyer's emotional drivers, how to set ground rules and avoid wasting time**, and much more.

Whether you have been selling for 20 days or 20 years, you will learn new skills to immediately improve your business.

Sell More In Spite of the Economy!

Seminar topics include:

- Not getting bled for "Unpaid Consulting"
- Getting to and engaging high level decision-makers
- Overcoming difficult objections
- How to go wide and deep within your accounts
- Getting your price for your products and services
- How to truly differentiate yourself from the competition
- Developing a high-powered prospecting approach



Join your business colleagues and industry leaders from across New England for this exceptional training opportunity at the Publick House in Sturbridge MA. Seminar registration begins at 8:30 AM. Session begins at 9:00 AM SHARP.

Registration fee: \$130 members \$150 non-members

The special group discount being offered by Sandler allows us to offer our attendees this excellent rate for a one day seminar of this quality! Fee includes lunch and all workshop materials.

The Publick House is offering a special rate for any meeting attendees wishing to arrive the night before (4/8). \$89 for the Historic Inn, \$109 in the lodge. You can also check www.hotels.com for other special rates.

Call for reservations: 1-800- PUBLICK

April 9th Seminar Registration Form

Members - \$130

Non-members - \$150

Please Register the Following Individuals

Price

_____	_____
_____	_____
_____	_____
_____	_____
	Total _____

Company _____

Address _____

Phone _____

Email _____

Method of Payment:

Check

American Express

Visa

MasterCard

Name on Card _____

Credit Card # _____

Exp. date _____

Signature _____

REGISTRATION DEADLINE: MARCH 31

Please mail your check or payment info with completed registration form to:

**Northeast Regional NTMA
PO Box 658 Feeding Hills, MA 01030**

Questions? Contact:

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