

A KEY TO INCREASING MEMBERSHIP -- A SPECIAL SALES TRAINING WORKSHOP TAILORED FOR THE APICS CHAPTER MANAGEMENT VOLUNTEER

WHAT IS THE APICS VOLUNTEER – A DIFFERENT PERSPECTIVE

Operations and supply chain professionals are committed to continuous improvement throughout the enterprise and at the individual level. Continuous improvement requires organizational change. Change requires change agents, individuals who can effectively reason with their management team and co-workers about the benefits and value of a change in support of a positive and significant improvement. At the core of every APICS volunteer is a “super” change agent. This is a difficult task and responsibility because by nature individuals resist change.

THE SKILLS DEFICIT THAT NEEDS TO BE ADDRESSED

Effecting change is also difficult because operations and supply chain professionals have not been educated and trained in the art and **science** of selling. Note the word **science**.

HOW WE CAN ADDRESS THIS AND SOME BACKGROUND

Many years ago a major corporation funded research by specialists on the psychology of the “buyer”. Its purpose was to equip “sellers” to work with “buyers” and deliver value to the “buyer”. This new view of selling was very different to the traditional method of selling. It can be best described as helping an individual or organization visualize a positive change, how the positive change can be achieved, committing to it and taking action on it. Over the last twenty-five years this research was configured and enhanced into a methodology known as Customer Centric Selling. One of the strengths of **Customer Centric Selling** is its ability to help the buyer visualize an intangible in helping to solve a problem. An example: a company needs to shorten its cash-to-cash cycle dramatically. The vision we would help develop with the potential buyer is the education on best practices that APICS has to offer and how it equips its staff to reduce the cash-to-cash cycle and the subsequent return-on-investment. Education is an intangible, as is professionalism, things you cannot touch but are never-the-less real.

BUT I DO NOT WANT TO BE A SALESPERSON

Customer Centric Selling transforms selling into a noble process and profession. A career as a sales professional isn't for everyone.

But, selling skills are a core competence we all need professionally just as are planning, project management, and cost management skills. Studying, learning, internalizing and using **Customer Centric Selling** is an investment that will pay a lifelong dividend not only in our professional life, but in our personal life.

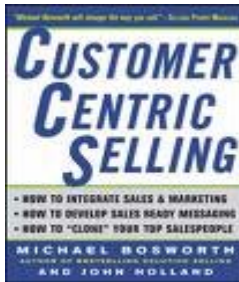
Thinking beyond our personal needs, manufacturing industries as well as others need to better understand how the APICS body-of-knowledge can help them be more competitive and survive. They need someone to help them VISUALIZE a better way of doing business in a way that prompts them to action. That someone is YOU!

WORKSHOP DETAILS

1. When:

- February 20, 2010 (Southwest District Meeting)
- 1:30 – 5:00 PM
- See the information on the APICS SW District website. Note: Lunch break and awards 12:00 – 1:30)

2. Where – Crowne Plaza Phoenix Airport
3. Customer Centric Selling – <http://www.customercentric.com/approach.php>



4. The Instructor: - **Steve Bosworth** has personally trained thousands of sales professionals, sales managers and executive management professionals in the principles of CustomerCentric Selling®.

Steve began his sales career in the information technology industry in 1983 as a sales representative for Global Computer Systems. That same year, he attended one of the first workshops conducted by his brother, Mike Bosworth, the founder of Solution Selling®, the forerunner to CustomerCentric Selling®. With the skills and expertise learned in the workshop, Steve became the top sales achiever at Global in 1984 and 85. He later held senior sales positions in the ERP software industry with NCA Corporation; ASK Computer Systems, and ROI Systems. In 1989, ICP—an independent industry professional organization—inducted Steve into "The Society of Super Software Sellers". Steve was also the top district manager in North America for ROI Systems in 1991, 1992, and 1993. Today he uses his sales expertise to help clients achieve their sales and marketing goals.

In 1994 Steve partnered with Mike Kenney to form Bosworth & Kenney Selling, A CustomerCentric Selling® Partner based in San Diego, California.

After completing his military service with the United States Marine Corps, Steve earned his BS degree from the University of La Verne.



For more information please see <http://www.bosworth-kenneyselling.com>

5. Who Should Attend – Everyone who wants to be an effective change agent!
6. Recommended Prerequisites:
 - 6.1. Minimum – Read the following hyperlinked marketing materials
 - 6.1.1. Corporate Overview
 - 6.1.2. Bosworth-Kenny Selling Global Deployment Overview
 - 6.2. Preferred and recommended - Read the book Customer Centric Selling (ISBN 0-07-142545-4). Note: It's an easy and compelling read!
7. Post Workshop – There will be post workshop activities in the weeks and months following the workshop
8. Intense Follow-on Training – Steve Bosworth will describe the optional fee based 3.5 day workshop at the end of the special APICS workshop.