

# IPI Expert Seminar Multifunctional Selling

March 21st 2012

Successful customer relations are the foundations for long-term success in any business. The task of developing and maintaining these relationships is no longer the sole preserve of the sales force, however. The customer has to be at the centre of everything the company does. From senior managers to admin staff, and from marketing specialists to technical staff – everyone is involved to some degree. For that to work, it's important that the different business functions understand the entire marketing and sales process, from securing the first contact to after-sales service. How can the whole business contribute to the marketing and sales process?

The IPI Seminar on Multi Functional Selling will provide delegates with a basic understanding of the entire marketing and sales process and how other areas of the business, in particular technical areas, support the process and contribute to the long-term success of the organization. Participants will have the chance to practice successful presentation of the business and negotiation using role play.

## Content

1. The Role of Sales
2. The Sales Process
3. Acquisition
4. Presentation of proposal
5. Negotiation
6. Customer Relationship

## Lecturer

### Urs Sommerhalder, Owner of SOPACO – Sommerhalder Consulting, Neuhausen

Urs Sommerhalder studied export management and has over 30 years' experience in marketing and sales in the packaging sector. In his roles as Director of Marketing and Sales at SIG (packaging machines) from 1983 to1994, then Wipf (flexible packaging) from1994 to1998 and finally Alcan (Amcor) Packaging from 1998 – 2011 he played a significant part in increasing the volume of export sales around the world in each business.

His experience in both the packaging machinery sector and the flexible packaging combine to give him extensive knowledge of the whole packaging process and of customer requirements. His main responsibilities included the training of sales staff, opening up new markets, introducing sales processes geared around customer needs and establishing a process of innovation which was driven by customer and market requirements. He founded SOPACO in 2011 and is now making his expertise and experience available to the packaging sector.

## Details

Date	March 21st 2012, 9am-6pm
Location	IPI International Packaging Institute, Schaffhausen, Switzerland
Language	English
Fee	CHF 640 incl. VAT, lunch and documentation*
Registration	With attached form or at <a href="http://www.ipi.eu/ipi-events/registration">www.ipi.eu/ipi-events/registration</a>

\*or Euro equivalent at actual exchange rate



International Packaging Institute

# IPI Expert Seminar Registration Multifunctional Selling

March 21st 2012

Participant

Mr       Ms

Title \_\_\_\_\_

First name \_\_\_\_\_

Last name \_\_\_\_\_

Company \_\_\_\_\_

Department \_\_\_\_\_

Address \_\_\_\_\_

Zip, City \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address

(if different to participants address)

Name \_\_\_\_\_

Company \_\_\_\_\_

Department \_\_\_\_\_

Address \_\_\_\_\_

Zip, City \_\_\_\_\_

Country \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

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Accommodation

Please advise me on accommodation

Send registration to:

IPI International Packaging Institute  
Neustadt 51  
8200 Schaffhausen, Switzerland  
Fax: +41 52 675 51 55  
Email: [info@ipi.eu](mailto:info@ipi.eu)

[www.ipi.eu](http://www.ipi.eu)