



MANAGEMENT INSTITUTE 2012

THEY CAN ALWAYS
SELL MORE!

HOW TO LEAD YOUR TEAM TO INCREASED SELLING SUCCESS

Designed for Sales Managers
& Branch Managers

March 1-3, 2012
Embassy Suites Nashville Airport
Nashville, Tennessee

Sponsored by



GOLDEN
FLOWERS

REGISTER ONLINE: www.wffsa.org

THEY CAN ALWAYS **SELL MORE!**

HOW TO LEAD YOUR TEAM TO INCREASED SELLING SUCCESS



Speaker: **Jim Pancero**

How effective are you as a sales manager? Are you leading your floral distributor sales team to consistent competitive wins or are you just managing the “administrivia” of your selling environment?

Specifically developed for the experienced front-line WF&FSA sales manager or leader, this information-intensive program will focus on the unique problems and opportunities inherent in coaching and leading a team of outside selling professionals. You will learn proven ideas and the sales management “best practices” to equip you, as an experienced sales leader, with the skills necessary to increase your team’s sales volumes, market share, and profitability.

This day and a half program will also help you improve your leadership skills, retrain your salespeople, and lead your team to a position of market dominance. You’ll learn how to implement a simple, yet effective improvement planning process that benefits even your most successful salespeople, because no matter how much your team is selling, they can always sell more.

Who Should Attend: Front-line sales managers and principals who have salespeople reporting to them.

Jim Pancero, Founder and President of Jim Pancero, Inc, (www.pancero.com) has over 30 years experience as a trainer and consultant. He has the most advanced, leading-edge “business-to-business” sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus, to increase your strategic competitive advantage and market uniqueness.

Jim’s work focuses on sales organizations with high priced, large and/or competitively complex products and services and is one of the most sought-after presenters at the annual University of Industrial Distribution.

Jim’s training programs consistently sell out...so sign up today to increase your team’s selling success and profitability!

expected attendee outcomes:

- Sales managers improve their motivational, coaching and leadership skills.
- Sales managers become stronger coaches of your team’s selling and account planning efforts.
- Sales managers will implement ongoing in-house (free) sales training for your experienced sales team.

quick-look schedule

THURSDAY, MARCH 1

- 5:30pm – 7:30pm Complimentary Hotel Reception
7:30pm – 10:00pm Welcome Dinner with Discussion Group Topics

FRIDAY, MARCH 2

- 6:30am – 8:00am Complimentary Hotel Breakfast
8:00am – 12:00pm **Jim Pancero**
*They Can Always Sell More -
How to Lead Your Team to Increased Selling Success*
12:00pm – 1:00pm Lunch Buffet
1:00pm – 5:00pm Morning Session continued
5:30pm – 6:30pm Complimentary Hotel Reception
6:30pm – 9:30pm Evening Dinner Activity

SATURDAY, MARCH 3

- 6:30am – 8:00am Complimentary Hotel Breakfast
8:00am – 12:00pm **Jim Pancero**
*They Can Always Sell More -
How to Lead Your Team to Increased Selling Success*

discussion groups

Discussion groups will begin during dinner on Thursday evening so that you have an opportunity to get to know other attendees and begin discussions that might just last the duration of the event! A choice of sales topics will be discussed at each dinner table. You will also have an opportunity for discussion groups during Jim Pancero's Presentations.

Attendees are encouraged to participate in out-of-the-box thinking to generate ideas that could create the perfect solution to common challenges shared by all in attendance.

Discussion groups will begin at 8:00 p.m., dinner begins at 7:30 p.m. Topics will be displayed on each table, space is available on a first come, first served basis.

day-and-half program agenda

Day 1

March 2, 2012
8:00am – 5:00pm

“How to strengthen your sales leadership skills”

- I How to make a difference as a sales manager and leader of your sales team.
- II How to coach, motivate, and lead, an experienced sales team.
- III Understanding the selling skills required to successfully coach and lead sales team.
- IV How to successfully lead your sales team’s selling and account plan.
- V How to conduct effective in-house sale training.

Day 2

March 3, 2012
8:00am – 12:00pm

“How to strengthen your selling message of uniqueness”

- VI How to sell a higher price and still win the business.
- VII How to best answer a prospect or customer asking you “Why, based on the competitive alternatives available to me, do I want to buy from you?”
- VIII How to insure everyone on your sales team (inside and out) are communicating the strongest message of value and uniqueness to your buyers.

An extensive program workbook is provided to all attendees including lots of “take-home” tools and resources.

what past attendees are saying

“The Management Institute is not only an excellent education vehicle, but a great opportunity for networking with other wholesalers and suppliers. You always come away with pages of notes, ideas and leads to grow your business.”

- Nick Fronduto, COO Jacobson Floral

scholarship opportunities

Applications for the 2012 **Mike Garcia** Scholarship and **Laura Kantakis** Scholarship are being accepted until February 1, 2012. For details, visit www.wffsa.org.

The scholarships, which pay registration and hotel expenses for two people, are offered in honor of **Mike Garcia**, a past chairman of the former Young Executives Committee now known as the Emerging Leaders Network, and former president of Plus One Imports, a division of the Pete Garcia Company and **Laura Kantakis**, supply manager of Associated Wholesale Florist, Inc., Rochelle Park, N.J., a past chairman of the former Young Executives Committee now known as the Emerging Leaders Network from 1993 - 1994, and was named Young Executive of the Year for 1989 and 1990.

The **Mike Garcia** scholarship was created to recognize, encourage and reward exemplary service by an industry member who exhibits the enthusiasm, industry dedication and commitment to career achievement that were characteristic of Mike Garcia. Mike Garcia passed away in 1992.

The **Laura Kantakis** scholarship was created by a group of friends who remember Laura's inspiration, both professional and personal, as evidenced by the programs she created for her customers, her work on developing the WF&FSA "Growing Up With Flowers" program and through her personal commitment to continuous education. Laura Kantakis passed away in 2008.

The 2012 scholarships are valued at over \$800. WF&FSA will pay the program registration fee and two-night hotel stay for the winners.

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Your Information

Registrant (please print name as it should appear on badge)

Company Name

Address

City

State

Zip

Country

Phone

Fax

Email

Registration Fees:

- Member Registration: \$575
 Non-member Registration: \$775

Cancellation Policy:

Cancellation and refund requests must be received in writing before February 1, 2012 and are subject to a \$75 processing fee. No refunds will be issued after February 1, 2012.

To Register:

ONLINE: www.wffsa.org
PHONE: 410-940-6580 or 888-289-3372
FAX: 410-263-1659
MAIL: WF&FSA
105 Eastern Avenue, Suite 104
Annapolis, Maryland 21403

Discussion Groups:

- Yes! I am willing to serve as a table captain for the discussion groups

Please provide any topics or questions you may have interest in discussing:

Check All That Apply:

- This is my first Management Institute
 I have special needs

(please describe special needs)

Payment: (Must accompany registration form)

- Check enclosed (made payable to WF&FSA)
 AMEX VISA MasterCard Discover

Card Number

Amount \$

Expiration Date

CSV code

Name (as shown on credit card)

Signature

hotel & travel information

Embassy Suites Nashville Airport \$109/night per suite
10 Century Boulevard Nashville, Tennessee 37124 PH 615-871-0033 FAX 615-883-9245

To make a sleeping-room reservation, please dial 1-800-362-2779 and ask for the WF&FSA Group Rate. To make a reservation online, please visit www.wffsa.org and click on the Management Institute link, where hotel information can be found. Please make your reservations prior to **February 1, 2012**. The WF&FSA rate and room block will be held until that date. After that date, the hotel may not be able to honor your request.

The Embassy Suites Nashville Airport hotel is located two miles from the Nashville International Airport and just a few miles from the many attractions of Nashville TN including: Grand Ole Opry, Hermitage - home of President Andrew Jackson, Opry Mills Shopping Complex, General Jackson Showboat, Nashville Shores Water Park. This full-service upscale all-suite hotel is just minutes from the Gaylord Entertainment Center, home of the Nashville Predators, the Nashville Coliseum, home of the Tennessee Titans, Downtown Nashville, Country Music Hall of Fame, Nashville Convention Center, Tennessee State Capitol, Nashville Zoo at Grassmere, The Parthenon, The Frist Center for the Visual Arts, Campuses of Vanderbilt University and Tennessee State University. Guests of the Embassy Suites Nashville Airport Hotel stay in spacious two-room suites, receive a complimentary, cooked-to-order breakfast and enjoy nightly manager's reception.

Enjoy the menu at the on-site restaurant Music City Bistro. High-speed wireless Internet access is available throughout the hotel.



Air Transportation

Nashville International Airport (BNA) is a joint civil-military airport in southeastern Nashville, Tennessee and is located 2 miles from the Embassy Suites Nashville Airport. BNA is home to several major and national airlines and is a major hub for Delta and Southwest.

Ground Transportation

The Embassy Suites Nashville Airport hotel offers a courtesy shuttle to and from the Nashville International Airport. The hotel shuttle is located outside of BNA airport baggage claim. A customer service kiosk is available on the ground transportation level in the Airport Terminal. The shuttle makes frequent stops, it is not necessary to call.

what past attendees are saying...

“ ...Talking and sharing ideas with other industry members is not just a valuable use of time, it's a necessary use of time, especially in today's wholesale business environment. ”



- Scott Priest, Vice President,
The Cleveland Plant & Flower Company

