

# Understand Your Customer = Sell More Workshop

**Do you want to increase your sales? Stop endless chasing of cost reductions and find out how to increase sales by focusing on your customers significant needs.**

This workshop is limited to the first 10 companies that register. This will be an intimate hands-on session where you will discover YOUR customers' true needs.

Over 100 companies have been invited to attend this workshop so reserve NOW to secure one of the 10 spots.

## What

- You will identify and define the significant needs of your customer, which is needed to answer the question – **Why should I buy from you?**
- You will learn and apply new tools to do the identification process systematically.

## How

- You will be walked through step by step in identifying and defining the significant need of your customer. Your facilitators are Dr Lisa Lang who is a world renown Theory of Constraints expert and Brad Stillahn, a business owner who has applied these concepts to his business and is also a Theory of Constraints expert.



## Why

- Because you need to differentiate your company from the competition. The companies that remain in business after the last few years are the best. They all have good quality – but that is no longer enough to win new clients.

## Whom

- This workshop is limited to the first 10 companies that register. We are limiting the registration to ensure each company gets personal attention.
- Each company should bring 2-5 members of their top management team. This should be a diverse group, not just sales/marketing people.

*This is a rare opportunity to spend a day with the foremost Theory of Constraints marketing expert in the world. Dr Lisa Lang is based in the U.S but will spend the day working with 10 lucky companies. This is NOT training – it's a facilitated day where we work on your business.*

## Trainers / facilitators:

### Dr. Lisa Lang

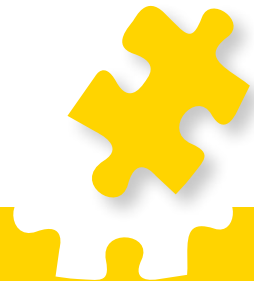
“Dr Lisa” is considered the foremost expert in the world on applying Theory of Constraints to marketing. She is the President of the Science of Business and has served as the Global Marketing Director for Dr Eli Goldratt, father of Theory of Constraints and author of The Goal. Dr Lisa has a PhD in Engineering from the University of Missouri – Rolla and is one of the few TOCICO certified experts in Theory of Constraints worldwide. In addition, Dr Lisa specializes in job shops (highly custom types of businesses) and applying TOC to sales and marketing, having developed the Mafia Offer Boot Camp and Velocity Scheduling System.

Before becoming a consultant, Lisa was in operations, strategic planning, purchasing, and R&D while working for Clorox, Anheuser-Busch and Coors Brewing. In addition to consulting, Dr Lisa is a highly sought after speaker on “Maximizing Profitability”. Dr Lisa also provides professional keynote speeches and workshops for organizations like: TOCICO, SAPICS, Vistage/TEC, TLMI, ASC, NTMA, GPI, NAPM and private events for corporations like: TESSCO, Bostik, GE, Pfizer, ArcelorMittal, and SandvikCoromant.

### Brad Stillahn

Brad has worked with Dr. Lisa Lang and the Science of Business as a Theory of Constraints consultant since 2004, with special interest in helping business owners with holistic TOC Viable Vision implementation.

Brad owned and operated a custom label printing business since 1990, and started successfully using TOC in 1995. Before 1990, Brad was Director of Corporate Marketing for Menasha Corporation, a large privately-held, multi-divisional company based in Wisconsin. He previously held a variety of management responsibilities at Owens-Illinois, a publicly-traded multi-billion dollar packaging company, including marketing, logistics, sales, corporate planning, finance and accounting. Brad is TOCICO certified Theory of Constraints expert, APICS Certified in Integrated Resource Management (CIRM), and Certified in Exit Planning (CEXP). He received his MBA from Washington University in St. Louis and undergraduate degree in Economics from the University of Missouri.



### Practicalities:

Date: Friday 21st October 2011

Time: 09:00-17:00 (morning coffee from 8:30)

Venue: Helsinki, Finland

Pre-requisite: You need to attend to SCMF XI seminar on Thursday 20th October 2011 to hear Dr Lisa's Maximizing Profitability presentation

### More information:

Petri Huitti +358 405 597 866, petri.huitti@gollogistics.fi or Marie Gästrin-Aarvala marie.gastrin-aarvala@logy.fi

### Registrations by 7th October 2011:

[www.logy.fi/scmf\\_registration](http://www.logy.fi/scmf_registration)

Email: [koulutus@logy.fi](mailto:koulutus@logy.fi)

Telephone: +358 9 6963744

### Price:

Total fee 1.335 euro per participant, includes participation to SCMF XI seminar on 20th October which is a pre-requisite. (Participation fee to the workshop 600 euro per participant.)

Members of the Finnish Association of Purchasing and Logistics (LOGY) total fee 1.235 euro per participant.

VAT will be added to the price.

Price of the training includes training materials, lunch and coffee. The participation fee will be invoiced before the training, after the last registration date.

### Cancellation policy:

[www.logy.fi/scmf\\_registration](http://www.logy.fi/scmf_registration)