

**FOREST PRODUCTS  
SALES WORKSHOP**  
August 25 2022  
Kemp Natural Resources  
Station  
Woodruff, WI

*Personal selling is the number one tool used by the forest products industry to promote their product. Yet, very few individuals in the industry have professional sales training when starting their careers. Those attending this training session will learn about the forest products industry, how personal selling fits into the overall marketing function, the basics of personal selling, and methods of identifying new customers.*

*The course is designed to improve the efficiency and effectiveness of sales personnel. It is intended for new sales and marketing personnel or those wishing to improve their sales skills. Several topics will be covered to improve a salesperson's performance within an organization.*

Lake States Lumber Association Education, Inc.  
337 Superior Avenue  
Crystal Falls, MI 49920

**FOREST  
PRODUCTS SALES  
WORKSHOP**

**Thursday  
August 25, 2022**

**Kemp Natural Resources  
Station  
Woodruff, WI**

*Sponsored by:*



## Forest Products Sales Workshop August 25 Kemp Station, WI

### Topics Covered

1. Forest Products Industry: An overview of markets for solid wood products and important issues facing each market.
2. Marketing Wood Products: Marketing as it relates to the wood products industry and the importance of establishing a marketing concept in the company and how personal selling fits into the marketing function.
3. Successful Personal Selling Strategies: Learn which strategies are right for your selling style.
4. What is a Good Salesperson: Identify factors that separate good sales people from great salespeople and how you can develop great techniques.
5. Customer Behavior Styles: Why you approach each individual differently to maximize sales performance.
6. The Sales Presentation: Demonstrates the funnel approach to sales and overcoming standard customer objections.
7. Effective Communication to Improve Sales: The communication process and how we communicate with each other to create a better buying situation.
8. Goal Setting: Importance of goal setting and how to apply it to your sales career.
9. Territorial Management: The importance for the sales person to do and what should be delegated so the sales person can maximize their effectiveness.
10. Improving Sales by Improving Your attitude: People like to purchase from positive salespeople. Improve sales while reducing stress with some proven ways to stay positive during the selling process.

### Location

Kemp Natural Resources Station  
9161 Kemp Road  
Woodruff, WI 54568

### Time

8:30 am to 4:00 pm CST

### Registration Fee - Includes all class materials and lunch

\$150.00 for Lake States Lumber Association Members

\$250.00 for Non-Members

25% Discount for each Additional Company Employee

### Instructor

Bob Smith, Professor and Associate Dean for Extension Department of Sustainable Biomaterials/CNRE Virginia Tech. Bob grew up in the hardwood industry in northern Michigan where his father ran a mill. He spent 15 years as a production manager and sales representative in the Midwest for treated wood products. He has conducted numerous marketing and sales workshops throughout North America.

### Lodging Accommodations

Kemp Natural Resources Station  
Dormitory Style Lodging is available  
\$40 per person/per night

Contact Karla at [karla.ortman@wisc.edu](mailto:karla.ortman@wisc.edu)

## FOREST PRODUCTS SALES WORKSHOP AUGUST 25, 2022 KEMP NATURAL RESOURCES STATION 9161 KEMP ROAD WOODRUFF, WI 54568

### Registration

\$150 for LSLA members  
\$250 for non-members

Registration deadline: August 22, 2022

Name #1 \_\_\_\_\_

Name #2 \_\_\_\_\_

Name #3 \_\_\_\_\_

Name #4 \_\_\_\_\_

Company Name:

\_\_\_\_\_

Address (street, city, state, zip):

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_ Send me an invoice

**OR**

\_\_\_\_ Payment Enclosed (check made payable to Lake States Lumber Association)

Mail to:

LSLA Education  
337 Superior Avenue  
Crystal Falls, MI 49920