



## International Warehouse Logistics Association

2800 River Road, Suite 260 • Des Plaines, IL 60018-6003  
Phone 847.813.4699 • Fax 847.813.0115  
[www.iwla.com](http://www.iwla.com)

### For Immediate Release

### **For more information, contact:**

David Sparkman, Director of Media and Industry Relations, 703-370-1717, [dsparkman@iwla.com](mailto:dsparkman@iwla.com)

## **IWLA Sales & Marketing Workshop Shows How Your Entire Organization Can Be a Profit-Generating Dynamo**

June 7, 2010 (DES PLAINES, IL) – The International Warehouse Logistics Association’s 2010 Sales & Marketing Workshop will teach you how to turn everyone in your organization into members of a team that helps differentiate your firm from competitors through development of excellence in sales and service.

As a commercial warehouse and third-party logistics provider – or as a supplier servicing to the logistics industry – the last thing you want is for your prospective customers to think of your service offerings as commodities. To avoid this fate, you need to differentiate your services in the market from your competitors, and that starts with strategic approach to sales.

Who actually generates more growth for your company – the CEO, the sales team, the operations team or the customer? The answer is that all of them do. The IWLA annual Sales & Marketing Workshop will focus on the fundamentals of developing the strategic planning and selling skills of all the key business leaders in your company.

Among the topics covered will be the key strategic questions every organization, division or business unit must answer and finishes with practical tactics to execute a successful business building strategy. You will learn how to teach employees throughout your operation the five crucial steps to successful selling – whether they are selling an idea, a service or themselves.

“Successful sellers inspire trust and confidence in the customers with whom they interact, and by extension, in their organization,” said IWLA President Joel Anderson. “People who continually create positive experiences for their customers are powerful generators of new business and barriers to attrition. Leaders and managers in sales, operations, and the executive suite will leave the workshop with a framework to create the organizational DNA for a customer-focused, growth-minded business.”

The workshop leaders are consultants Verinder Syal and Nancy Olive, principals with Chicago-based Syal Consult, who have actual experience running companies and delivering results in Blue Chip companies such as Procter & Gamble, Frito-Lay and Quaker Oats, as well as in start-ups, LBOs and turnarounds. This includes extensive experience in the third-party logistics market.

Among the guest speakers will be Susan Promane, Supply Chain Director of Whirlpool Canada, who offers the perspective of someone who has worked both sides of the fence as a 3PL sales and customer service

executive and now as a significant buyer of 3PL services. His experience includes working in sales at CN Rail, Tibbett & Britten Group, Skulogix and Meridien IQ.

Titled “Sales & Marketing Strategies for Operations & Sales Leaders,” the two-day workshop will be held July 14-15 at the Rosemont Hyatt in Rosemont (Chicago), IL. Certified Logistics Professional credit is available for attendees. Class size is limited, so make sure to register early.

For details on registration fees and the course program, visit <http://www.iwla.com/Events/CalDetails.aspx?Page=Home&id=272> on the Web.

For more information, contact Cathy Heyderman, IWLA Education Coordinator, at 847-813-4699, ext. 230; or via email at [cheyderman@iwla.com](mailto:cheyderman@iwla.com).

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*Since 1891, the International Warehouse Logistics Association has been defining the standards of excellence in warehousing and logistics outsourcing. Based in Des Plaines, IL, IWLA promotes the growth and success of third-party logistics companies by providing its more than 500 member companies with resources, information, education and professional programs designed to advance their businesses and provide greater value to their customers. For more information, visit [www.iwla.com](http://www.iwla.com)*