

CORTEC® NEWS

September 18, 2009

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OTHER NEWS:

Hurry and register for the October Sales & Product Training!

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CORTEC WORLD
HEADQUARTERS
IS PLEASED
TO ANNOUNCE...

SALES & PRODUCT TRAINING

Join us at Cortec for two full days of learning and discovery! Whether you are looking to get to know Cortec a little better or are just now being introduced, our Sales and Product Training at corporate headquarters in Saint Paul, Minnesota familiarizes Cortec Representatives and Distributors with our company and products. Come and meet the sales managers, laboratory personnel, customer service, and the marketing team; ask us questions and tour our facilities; and, most importantly, walk away knowing more about Cortec than ever before!

Training will begin on Monday October 12, 2009 and will end on the afternoon of Tuesday, October 13, 2009. Attached is a registration agenda complete with descriptions for each session. Please note the options for sessions on Monday and Tuesday afternoon and the discussion over dinner on Monday evening. To register, please fax or e-mail the completed form to:

Kathy Selbitschka or Karen Brasile
Fax: 651 429 1122
e-mail: kathys@cortecvci.com or kbraslie@cortecvci.com

The deadline for registration is September 30, 2009. For any questions, please contact Kathy or Karen at the above e-mail addresses or by phone at: Kathy at 651-429-1100 x 191, Karen at 651-429-1100 ext 152. We look forward to seeing you!

CORTEC® MCI® NEWSLETTER

July 2009 Edition Now Available!

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September 2009

United Corrosion Technologies sells record amount of MCI®!

United Corrosion Technologies (UCT), Cortec's distributor in the Middle East for MCI® materials, received an award at the World Sales Meeting this past June, recognizing them for their hard work and effort in promotion of the MCI® product line. They had almost two million dollars in MCI® purchases so far during our current fiscal year, and is the first distributor to exceed one million dollars in purchases of MCI® during a single year! The theme for this year's World Sales Meeting was Cortec® Rock Stars and UCT is certainly one of them!

Mr. Iyad Al Alami was our keynote speaker for the luncheon on Friday, June 12. Iyad together with Usama Jacir, also of UCT, prepared a presentation on How to Build a Successful Business Selling MCI® Technology. The techniques UCT has used to build their business are relevant for MCI® distributors worldwide and we would like to highlight them for you here:



Iyad Al Alami of United Corrosion Technologies, pointed out how actions can have global implications - many engineers working in the Middle East have offices worldwide. Their success can help you with opportunities in your own back yard!

- 1. Know Your Product**
 - a. Develop an understanding of the entire MCI Product line.
 - b. Diversify efforts by learning and promoting multiple products and application types (new construction, repair, lay-up/on-hold projects).
- 2. Know Your Market**
 - a. Know the needs for your market in terms of corrosion protection.
 - b. Understand where opportunities exist.
 - c. Know who the market players are (owners, engineers, regulators, concrete suppliers, academia).
- 3. Know Your Competitors**
 - a. Both locally and internationally
 - b. Establish yourself as a technical advisor versus "only" a salesperson.
- 4. Establish Credibility**
 - a. Join the same conferences and organizations as those people you want to sell to (engineers/specifiers, owners, ready mix suppliers).
 - b. Don't try to lecture or sell - approach technically.
- 5. Build Relationships/Service Your Customers**
 - a. Box Lunches
 - b. Presentations
 - c. Marketing - PR for the types of MCI opportunities in your area (for instance UCT recently launched a successful campaign discussing the various MCI products that can be used to protect steel on projects that have been put on hold).



Usama Jacir (second from right) of United Corrosion Technologies, accepting an award at Cortec's World Sales Meeting 2009.



CORTEC
CORPORATION

Environmentally Safe VpCI®/MCI® Technologies