

Cortec Sales & Product Training Agenda Registration

MONTH: _____ **DATES:** _____ **YEAR:** _____

Please FAX this information to 651-429-1122 Attn: Kären Brasile or Kathy Selbitschka

Name: _____ **Company:** _____
City: _____ **State:** _____
Phone/Fax: _____ **Email:** _____
Recommended By: _____

If traveling and in the event that you cannot make it to all sessions—
Expected arrival time: _____ **Expected departure time:** _____

Please register me at the Holiday Inn Express (651-484-2400) \$89 tax/night **YES / NO** I need transportation from the hotel to Cortec: **YES / NO**
(Circle One) (Circle One)

Check In Date: _____ **Check Out Date:** _____

Credit Card Type: _____ **Expiration Date:** _____ / _____ / _____

Credit Card Number: _____

What do you hope to gain or learn from the training? _____

****Hotel Shuttle will leave at 8:15 a.m.***

FIRST DAY OF TRAINING (Morning Session)		
Location	Time	SESSION I
Training Room	8:30 – 9:00 a.m.	Tour Cortec® <i>This tour of the Cortec® plant and office will show you a world class company and state of the art facility we can all be proud of.</i>
Training Room	9:00 - 10:00 a.m.	Cortec® Basic Training <i>This course is meant to give you a good basic foundation to build your Cortec® product sales. With this, you will know about Cortec®, the competition, VpCI in the industries we work in and also where to find the information! We keep it simple, practical and successful!</i>
10:00 - 10:15 a.m.		BREAK
10:15 - 11:00 a.m.		SESSION II
Training Room		Selling Cortec® VpCI's <i>Learn how to sell Cortec's® high tech corrosion protection solutions. Knowing the Cortec® system selling approach and why it works will help you close that sale. Bring your hardest questions and situations. Let's discuss them</i>
11:00 – 11:30 p.m.		
Training Room		Marketing – Brian Johnson, Shannon Garrow, and Kären Brasile <i>Learn how to best use Cortec's® website, from the basics to the most sophisticated. Also get the most out of Cortec® CD ROMs, Brochures and Cortec® PowerPoint presentations. We now have most of our manuals on CD!</i>
11:30 – 11:45 p.m.		

Training Room	Cortec® Customer Service Team – Vanessa, Christie, Katie, Tessa, Tony, Brenda, and Barb <i>Often your main contact at Cortec, the Customer Service Team will lead you through all ordering issues, from basic to complex! Domestic and International contacts, custom and stock items, samples and sales leads - Customer Service does it all!</i>
11:45 - 12:30 p.m.	LUNCH BREAK (TO BE DETERMINED)

PLEASE INDICATE THE SESSIONS YOU WILL BE ATTENDING

FIRST DAY OF TRAINING (Afternoon Session)

Location		Seminar
12:30 - 4:30 p.m.		SESSION III (choose one)
Training Room	<input type="checkbox"/>	VpCI Packaging – Bob Boyle/Mike Morin/Eric Uutala <i>What is new in Cortec® VpCI packaging, as well as an overview of the basics of Cortec® packaging. Four (4) basic packaging groups and lead products, competitors/differentiation of Cortec® products, basic concepts to sell VpCIs, market opportunities, case studies, questions and discussions will make this session valuable. This session will also describe Cortec's newest advances in biodegradable packaging technologies.</i>
OR		
MCI Room	<input type="checkbox"/>	MCI Training & Architect Presentation - Jessi Meyer, Matt Drew <i>This course will provide a solid introduction to the Cortec MCI products. Learn the chemistry behind the MCI product line, its benefits, and how it compares to the competition. Product applications and case histories will be shown. This session will also provide training on LIFE 365 service life prediction software – an essential tool for showing the added benefits of using MCI's in concrete structures. This session will go over a typical, technical presentation on MCI products to Engineers and Architects, slide by slide, for you to see and learn.</i>

FIRST DAY OF TRAINING (Evening Dinner)

Location	Discussion Dinner
6:00 – 8:00 p.m.	
Restaurant TBD	Get to Know Cortec – Sales Department <i>Cortec provides you with an opportunity for open discussion over dinner with our technical sales managers. Ask questions, receive in-depth answers, and enjoy the food!</i>

****Hotel Shuttle will leave at 7:45 a.m.***

SECOND DAY OF TRAINING (Morning Session)

Location	Time	Seminar
8:00 – 9:15 a.m.		SESSION I
Lab		Laboratory Tour – Margarita Kharshan & Laboratory <i>This tour will show Cortec's® state of the art laboratory for research, testing and quality assurance. Come and visit our professional chemists and engineers in the laboratory for a first hand view. We boast the best corrosion laboratory and professionals in the business.</i>
9:15 - 9:30 a.m.		BREAK
9:30 – 10:30 p.m.		SESSION II
Training Room		High Performance Coatings Basics/ Metal Working – Rick Shannon/Bob Boyle <i>Here is a good general overview of Cortec's® coatings. You'll also see a good hands-on demonstration to help you in your sales efforts. Our coatings have been developed for a variety of conditions. Let us tell you about them!</i>
10:30-12:00 p.m.		SESSION III
Training Room		Surface Preparation & Metalworking Basics – Eric Uutala/Bob Boyle <i>This session will cover the basics in surface preparation/metalworking. The focus will be on Cortec's® star products and applications.</i>

12:00 - 1:00 p.m.	LUNCH BREAK	TO BE DETERMINED
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PLEASE INDICATE THE SESSION'S YOU WILL BE ATTENDING

SECOND DAY OF TRAINING (Afternoon Session)

1:00 - 2:30 p.m.		SESSION IV (choose one)
Training Room	<input type="checkbox"/>	Cortec MRO and Electronic Product Training – John Wiermaa/Eric Uutala <i>Product training as well as selling strategies into OEM and Maintenance driven markets. Demonstration oriented covering emitting systems and spray products. Learn how to identify the correct product for a specific application. Emphasis on identifying the application and getting the sale using a "pull through" technique. Cross-selling for new business opportunities.</i>
OR		
Conference Room	<input type="checkbox"/>	High Performance VpCI Additives – Rick Shannon <i>Cortec® has the best VpCI masterbatch concentrates and additives for the production of films, coatings, metalworking, cleaning and other polymers in the business! For those who have a potential customer for VpCI additives, this is the course for you</i>
2:30 - 2:45 p.m.		BREAK
2:45 - 3:45 p.m.		SESSION V (choose one)
Training Room	<input type="checkbox"/>	Flagship Product Review - Packaging of Cortec Flagship Products (MRO, Electronics, Bullfrog) Private Label of Cortec Products – Eric Uutala <i>Product training emphasizing selling into the industrial maintenance market. Identifying and selling emitting systems and Cortec's MRO chemicals for specific applications. Value added, "pull through" selling. Problem solving, solution based approach to corrosion control. Selling VpCI's through demonstration. Who and why you need to approach selling the Eco product line. Also an overview of Rawn and Bullfrog. How Cortec's technologies (Bullfrog) need to be sold to the retail sector. Opportunities and sales channels regarding Rawn, Bullfrog and contract packaging. New products for Bullfrog.</i>
OR		
Conference Room	<input type="checkbox"/>	VpCI Powders (Lay-up, Preservation, Mothballing) – Josh Hicks <i>One of Cortec's® greatest sales growth areas is in the temporary and permanent lay-up of equipment and facilities. This practical, hands on course will have you understanding what "mothballing" really is with Cortec® products. Come learn about the one and only of its kind preservation during lay up.</i>
3:45 - 5:00 p.m.		SESSION VI
Conference Room		Water Treatment/Process Industries – Josh Hicks <i>From water treatment to oil processing, let the experts tell you how Cortec® has already been successful in this product area. Process Industries focuses on the major user of mild steel and the world's largest industry. Oil, gas and petrochemicals remain the largest potential market for VpCI technology. There will be a presentation on flagship products as well as key additives used in water treatment, hydrocarbon, and chemical processes.</i>