

Cortec Sales Training & Optional Certified Product Registration

MONTH: March/April DATES: 31-1 YEAR: 2014

Please FAX this information to 651-429-1122 Attn: Andrew Wroblewski
SCHEDULED TRAINING DAYS ARE SUBJECT TO CANCELATION

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

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

Please check which sessions you will be attending: Day 1&2 Only _____ All 3 Days _____

Please register me at the Holiday Inn Express (651-484-2400) \$92 tax/night	YES / NO (Circle One)	I need transportation from the hotel to Cortec:	YES / NO (Circle One)
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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 – 9:30 a.m.	Cortec® Culture of Excellence <i>Tour the Cortec® facilities and meet the people that make a difference – production, prototyping, sampling, sales, marketing, research and development, testing laboratories to see the birthplace of our VpCI technology that creates our culture of excellence,</i>
Training Room		Corrosion Classroom- <i>What makes things rust?</i>
	09:30 - 9:45 a.m.	BREAK
	09:45 - 12:00 p.m.	SESSION II (choose one)
Training Room	<input type="checkbox"/> 9:45- 11:00 am	VpCI Sales Concepts & Tools <i>Learn the technology and create tried and true methods of introducing Cortec technology to customers. Attendees will create confidence in Cortec technology and with an ability to describe the technical and practical difference that provide customers value.</i>
Training Room	<input type="checkbox"/> 9:45am - 12:00pm	MCI Session - TBD

Training Room	11:00am - 12:00 pm	VpCI Sales Exercise- 30 Second Sales Pitch <i>Develop and practice concise 30-second summaries to be presented to the group, including the targeted customers of the attendees, relying on the sales concepts and tools presented in earlier session.</i>
	12:00 - 1:00 p.m.	LUNCH BREAK (TO BE DETERMINED)

PLEASE INDICATE THE SESSIONS YOU WILL BE ATTENDING

FIRST DAY OF TRAINING (Afternoon Session)

Location		Seminar
1:00-4:30 p.m.		SESSION III (choose one)
Training Room		FlagShip Products- Caleb Pheneger <i>Take an in depth look at Cortec's flagship products</i>
Training Room	<input type="checkbox"/>	VpCI Integrated Solutions Concept – Bob Boyle /Eric Uutala <i>Learn how to use a data-driven, process-flow based method of implementing Cortec solutions at customer sites. This session provides an understanding of the broad product ranges Cortec offers and how to select between products, while still remaining focused on the customers' ultimate goal of measurable quality improvement.</i>

OR

MCI Room	<input type="checkbox"/>	MCI Training & Architect Presentation - Jessi Meyer, Josh Hicks <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>
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Location		Discussion Dinner
6:00 – 8:00 p.m.		(Evening Dinner)
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 8:15 a.m.***

SECOND DAY OF TRAINING (Morning Session)

Location	Time	Seminar
8:30 – 09:45 a.m.		SESSION I
Lab		Maximize the Value of Lab Testing and Tour – Eric Uutala <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>
9:45 - 10:00 a.m.		BREAK
10:00 – 12:00 p.m.		SESSION II
Training Room		What Went Wrong and Solutions Workshop <i>This session provides real-world examples of Cortec in action and provides an interactive environment for Q&A to enhance the learning experience. Group will be presented with corrosion problems a customer may have and they will learn to solve them and make recommendations.</i>
12:00 - 1:00 p.m.		LUNCH BREAK (TO BE DETERMINED)

SECOND DAY OF TRAINING (Afternoon Session)

1:00 – 2:45 p.m.		SESSION III
Training Room		Product Case Histories <i>Learn about exciting new applications, solutions, methods and services from around the world that have broad pertinence in many markets.</i>
Training Room		Lead Generation <i>Building upon the case histories and markets of the attendees – show how Cortec is using lead generation software to pull our own leads and how it can benefit you.</i>
2:45 - 3:00 p.m.		BREAK
3:00 - 4:30 p.m.		
Training Room		Cortec Trivia <i>Test your knowledge against other attendees and product experts to ensure you retained the knowledge.</i>
Training Room		Goal Setting and Open Forum <i>Meet with members of Cortec’s team to help you plan out a 60 day success plan with milestones and customer-value creation goals. An open forum will follow for the group, bring your questions.</i>

Optional 3rd Day

THIRD DAY OF TRAINING (Morning Session)

Location	Time	SESSION I
Training Room	8:30 a.m. – 12:00 p.m.	Specialized Training- Caleb Pheneger
	12:00 - 1:00 p.m.	<i>LUNCH BREAK (TO BE DETERMINED)</i>
Training Room	1:00 – 4:30 p.m.	Specialized Training- Caleb Pheneger