



Sandler Sales Training Offered Again

Thursday and Friday, January 22 and 23, 2004
Indianapolis, Indiana

***"Companies, markets, and people differ.
The fundamental need for training and improvement does not."***

That's the message from the Sandler Sales Institute and Bernie Cronin, who will respond to ITODA members' need for training and improvement again in January of 2004. The 28 participants in ITODA's last Sandler Sales Institute training said it was a fantastic experience and a worthwhile investment of time and money. The Sandler training is acknowledged as one of the best sales and sales management training programs in North America.

Now, ITODA has scheduled another Sandler seminar in January of 2004. This is a new opportunity for those who missed out on ITODA's previous two sessions. Companies may also want to consider sending a few more people or to schedule people to attend as a reinforcement of the training they've taken previously. Because ITODA has a special arrangement with Sandler, our member firms to pay only \$1,000 per attendee for this intensive two-day seminar with Bernie Cronin. We are grateful to Dow AgroSciences LLC, through Phil Ranck, for offering us the use of their training facility in Indianapolis and helping to defray other costs.

ITODA members are encouraged to make their reservations as quickly as possible so we know we have the 20 people needed as a minimum to actually hold the seminar.

Here are the details:

DATE:	Thursday and Friday, January 22 and 23, 2004
PLACE:	Dow AgroSciences training facilities, Indianapolis, Indiana
TIME:	Approximately 8:30 am to 4:30 pm each day. A guided tour of the Dow AgroSciences facility will also be included.
REGISTRATION FEE:	\$1,000 per person
LODGING:	We'll block rooms at a nearby hotel, which can be reserved using the Dow AgroScience corporate rate.
MEALS:	Dow AgroSciences will subsidize the cost of lunches in their cafeteria. Dinner on your own.

This program is being designed to serve as a reinforcement of sales training you may already have received, and also for revisiting the fundamentals of sales training. No matter what level of training you've had before, this program will add value to your knowledge and your performance.

If you want to reserve slots for the January 2004 class, you must contact the ITODA business office immediately. Tell us how many people your company will send and who should receive the registration materials. We'll send an invoice for the registration fees, and follow up with your sales people individually about hotel reservations and logistical details. Contact us by email (info@itoda.org) or call us at 814-238-1573. Registration is on a first come/first served basis, and class size will be limited to 30 people.

If you have questions about the content of the seminar, you're welcome to contact Bernie directly at his direct phone number (954-781-9647) or by email (BCronin@SalesFlorida.com). His mailing address is Sandler Sales Institute, 1000 West McNab Road, Pompano Beach, FL 33069.



The ITODA Board of Directors extends its sincerest thanks to Dow AgroSciences for providing the use of its facilities for this training and for helping to defray the costs for those attending. This generous contribution was arranged through the company's ITODA representative Phil Ranck.