

South West Manufacturing Advisory Service invites you to:



Renishaw
Nr Stroud, Glos GL10 3SX



Thursday 3rd July 2008



09:15 – 12:30 + Tour of Renishaw



**Manufacturing Business Leaders
+ Sales People**

Lean Sales Workshop + Tour of Renishaw

Discover for yourself how to:

- be more successful in your sales efforts
- make your sales processes more effective
- 'waste map' your sales process



We invite you to come and participate in this workshop where we explore and illustrate the developing subject of Lean Sales.

You will learn more about this new approach to selling. How it is being applied alongside the well established concept of Lean Manufacturing, and how it is being deployed in the drive for the highly effective Lean Enterprise of today.

During the day we will introduce you to:

- **Waste spotting and value appreciation within the sales process**
- **Applying lean techniques within the office and 'in-the-field'**
- **Lean business development**
– finding and winning orders
- **Lean in the sales order process**
– why this is vital for today's SME
- **Value through service for today's SME**

The outcome is a better understanding of the sales process and how client demands can be effectively handled within a Lean Enterprise.

South West Manufacturing Advisory Service

The trusted provider of advice and hands-on support for manufacturers aiming to achieve sustainable success

What SW manufacturers say:

"They helped us to focus our sales efforts and significantly improve our communication processes."
– Julie and Chris Nagle, TM Safety Signs

"We received practical help and expertise, both with our prospecting processes and our people."
– David Pedley, Great Western Packaging

"South West MAS helped us to focus our whole team on the processes." – Sean Hammond, Tungum

£25^{+VAT}

BOOK ONLINE NOW
Places are limited



Why should I attend? This workshop will offer valuable support to companies who know that they must sharpen their existing selling processes, grow their existing sales and go out and develop new, profitable business. This workshop is for South West SME manufacturers who are finding traditional, long established customers are changing, have lapsed or are even taking their business abroad.

Gain the MAS advantage
0845 608 3838
www.swmas.co.uk

south west
mas
BERR manufacturing advisory service

South West Manufacturing Advisory Service (MAS) is run by manufacturers for manufacturers and is dedicated to providing companies in the South West with the best available information and advice. Offering Free or subsidised hands-on support from manufacturing specialists, South West MAS is focused on securing the future of manufacturing in the region by helping manufacturing businesses improve productivity, reduce waste and compete more effectively in the marketplace. www.swmas.co.uk

Lean Sales Workshop + Tour of Renishaw

- Has the credit crunch affected you?
- Do you want to increase your sales?
- Is new business important for you?

If you have answered yes to any of the above, then you may find this workshop of great interest.

PASS IT ON

Not for you? Then invite others along instead or put it on your notice board.

1 Book online

Open the web page (weblink shown below) – select Book Now

2 Unable to book online?

Email: info@swmas.co.uk



Date	Venue	Weblink
03 July 2008	Renishaw Stroudwater Business Park, Brunel Way, Nr Stroud GL10 3SX	www.swmas.co.uk/Events/Events.php/603

All workshops: 9:15am registration for 9:30 start, 13:30 close. Lunch and refreshments provided.

Important – Please Read:

- Who should attend? Manufacturing directors experiencing market changes in their business; manufacturing managers who are growing their knowledge of the sales process, and manufacturing sales specialists who want to increase their practical skills for dealing with today's customers and prospective customers.
- Places may be limited to two per company.
- Pre-registration is essential.
- Bookings online require immediate payment. Bookings by email will require payment raised through an invoice.
- When registering to attend, please advise of any access or dietary requirements.
- Once registered, map/directions will be sent out a week before the workshop.
- Cancellations: Refunds will only be given in exceptional circumstances, or if the place can subsequently be filled.
- South West MAS and Renishaw reserve the right to refuse registration/admission/tour of the facility where it is considered that a visiting company would gain commercial advantage.
- For additional information / support contact the help desk **0845 608 3838**.

Your data will be held on a database by MAS. It will be used for marketing, research and statistical purposes and only passed to third parties where in the opinion of MAS they can provide a service that will complement and enhance your business. From time to time we may wish to send you details about our products, events and services that maybe of interest to you. If you do not wish to take advantage of this please tick this box

Workshop Delegate List: Your name, job title and company name may be added to this workshop's delegate list and be shared with other manufacturers present at this workshop. If you do not wish your name to appear on the list, please tick this box