

*Airforwarders Association Presents Sales Management Workshop*



**Sales Management Workshop**  
for  
*Forwarders and  
Transportation Providers*

**Newark Liberty International Airport  
Courtyard Hotel  
Newark, NJ • 973-643-8500  
Tuesday, September 22 (9 am - 4:30 pm)  
Wednesday, September 23 (9 am - 12:30 pm)**

**Questions? E-mail [bfried@airforwarders.org](mailto:bfried@airforwarders.org)  
To register, please use the attached form.**

**An in-depth learning tract of time tested approaches for developing leads, closing new opportunities, and creating outstanding customer service.**

- Raising the bar in sales
- More effective negotiation skills
- Productive trade shows
- Dealing with objections
- Maximizing the effectiveness of prioritization, organization skills, and time management
- Enhancing customer relationship management
- How to effectively close more deals
- Securing client relationships for the long term

**Cost: \$450 for AfA members**  
**(\$375 for each additional member from same company)**  
**\$525 for non-AfA members**

*Contact the hotel directly for special AfA room rates*



**TSA/cargo security update provided by AfA executive management.  
Questions? E-mail [bfried@airforwarders.org](mailto:bfried@airforwarders.org) or call (202) 223-9741  
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