

Sika Corporation
30800 Stephenson Highway
Madison Heights, MI 48071
www.sikausa.com

Contact: Sam Hemke
Phone: 248-307-2539
Fax: 248-577-0810
Email: hemke.sam@sika-corp.com

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Sika Corporation adds E-Newsletter to VIC Marketing Program

Madison Heights, MI – December 19th, 2011 – Sika Corporation is pleased to continue to offer a comprehensive line of Very Important Customer (VIC) Marketing Programs for our Auto Glass Replacement (AGR) customers. These value added programs aid in strengthening our partnership with our customers by providing valuable training as well as aiding in generating profitable growth for those who choose to participate. The most recent addition to this innovative program offering is our new Sika Coast to Coast E-Newsletter. Listed below are all of the available VIC Marketing Programs that are currently offered to our customers:

- *Sika Insurance Program* (2-4 hours depending on state)
- *Implementing a Customer Service Strategy* (2 hours)
- *Quality Telephone Skills* (3 hour management review meeting, 3.5 hour QTS course, 1 hour management debriefing session)
- *Increasing Your Profit Without Increasing Your Price* (1 hour)
- *Glass Shop Selling Essentials* (45 minutes)
- *Managing Your #1 Asset – PEOPLE* (2.5 hours)
- *Tech Dazzle Training* (1 hour)
- *Activities That Count- Time Management* (1 hour)
- *Sika Coast to Coast E-Newsletter* (sign-up through Sika website or local ebspbsh Site or by e-mail at emc@emc.sika.com)