



BMSA's Professional Development Series

Beat Last Year! Targeted Growth Essentials

**December 1, 2015 • 8:30 AM to 4:30 PM
Charlotte, NC**

There is one enduring game in sales – to

BEAT LAST YEAR!

This high impact workshop focuses participants on Attitudes, Skills, Actions and Overarching Strategies to win this game this year and every year. Methods of enlisting customers as partners in your success, the tried and true components of servicing the professional customer are integrated into innovative methods of sales management. The role of the field account manager is clarified and the supportive coaching role of the executive leadership in sales is revealed. Innovative analysis methods, measurements that really matter, must-do operational and merchandising fundamentals are emphasized in addition to hard hitting account management techniques that all lead to immediate and sustained growth in your targeted customer base.

This class is guaranteed to equip your team to Beat Last Year even in the most challenging business climate. The simple, easy to understand principles in this dynamic program will yield immediate and lasting results in your teams Attitude, Skills and Actions improving sales and profits right away.

The class is geared for Pro Customer Sales Staff, Sales Managers, Buying Staff and Senior Executives who know that sales success begins and ends with their team's ability to **SELL!**

Ken Wilbanks, your instructor, is a highly regarded business consultant both nationally and within the BMSA community. His 30-plus year career in the building materials industry extends from entry level to executive responsibility. Dealers call his seminars "powerful" and "visionary". Don't miss this special session!

SEMINAR DATE, TIME & LOCATION:

December 1, 2015 – Charlotte, NC

Exact Location of Program & Lodging Information will be sent with Confirmation Letter

Class: December 1 – 8:30 AM – 4:30 PM

Tuition - BMSA members: **\$295** Per Person

Nonmember Tuition: **\$635** per person

Includes first year membership in BMSA

Tuition includes program and all handout materials. Transportation, meals, lodging & incidental expenses are not included.



**Please Register the
Following People:**

Company Information (please print)

Company Name

Contact Name

Address

City/State/Zip

Telephone

Fax

E-mail

**To register please complete &
email to: cindyh@mybmsa.org**

Questions? Phone: 800.966.4202

Payment Options:

- | | |
|---|---|
| <input type="checkbox"/> Check Enclosed | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> VISA | <input type="checkbox"/> Bill Us (Members Only) |
| <input type="checkbox"/> AMEX | |

Card #

Security # _____ Exp. Date: _____/_____/_____

**Checks should be sent to BMSA at: PO Box
18667, Charlotte, NC 28218**

Cancellation Policy: *Any cancellation must be received 20 business days prior to the seminar. After noon on **November 3, 2015** charges are due regardless of attendance.*