Many dealers don’t truly know how much of their business is Special Orders and don’t have a system in place that is followed by the entire staff to assure optimum profit. Depending on what time of day and who is working on a project, the cost to the customer and the profit made by the company can vary widely!

Ken Wilbanks will present a workshop to help participants track & “systemize” this area of your business to achieve consistent margins on each order. The program will cover measurements and benchmarks for targeting optimum gross margin achievement in every special order, detailed checklists for all costs associated with a special order and receiving best practices that stop losses from mishandling. It will also bring a fresh attitude and new skills for raising the confidence and performance of your entire team of buyers and sales staff toward that ever important objective of raising gross margins. **The end results of this workshop will be a strong increase to your bottom line without additional operating costs!**

**Key Elements of this Program:**

* Why Margin Management on Special Orders
	+ - Reputation and Trust
		- Reduce Margin Erosion
		- Team Cohesiveness
* Special Orders are Labor Intensive and Higher Risk than Stock Orders
	+ - Get Paid for your Professional Mastery
* The 5 point Premium Benchmark for Special Orders
* Non-Stock vs. Special vs. Extra Special Orders
* “Keystone Principle” on Smaller Orders
* Markup – Margin – Sell Factors
* Measuring Where You are and Setting Your Beginning Targets
* Continuous Margin Management
	+ - How to Manage Exceptions to Target Margins
* Monitor Your Performance
* Catching the Leaks
	+ - Missing Freight
		- Discounts from Margin Targets
		- Wrong Cost Errors
		- Incorrect Pricing from Math Mistakes
		- “Stuck With” Special Orders
		- Reorders due to Lost/Damaged Product
* Game Stats and Scoreboards are BOTH Personal Performance Measures and TEAM Measures
	+ - Make all Measurements Highly Visible
		- Healthy Competitive Pressure between Peers

SEMINAR DATE, TIME & LOCATION:

*November 10, 2015 – Columbus, OH*

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

**Class:** November 10, 2015 – 9:00 AM – 4:00 PM

 ***Management of***

 ***Special Order Processing***

 ***November 10, 2015***

 ***Columbus, Ohio***

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 & fax to: 804.758.9311 or email to: chartley@mybmsa.org

***Questions? Phone: 800.966.4202***

BMSA MEMBER TUITION:

**$199** for 1st Person & $179 each additional person

***For Non BMSA members:*** $299 per person

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

Payment Options:

Check Enclosed MasterCard

VISA Bill Us (Members Only)

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* ***October 13, 2015*** *charges are due regardless of attendance.*