

**NEW!****March 27, 2008 . Columbus, OH . 9:00am – 4:30pm**

## FEATURED INSTRUCTOR

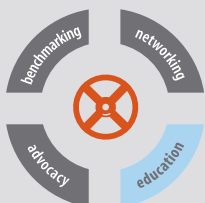
**Hank Darlington**

A former owner of a business with three showrooms, Hank is intimately familiar with the challenges of operating a successful, profitable showroom. He is a frequently published columnist in the trade press, and is the primary author of the Foundation's new *Essentials of Profitable Showroom Sales* certificate course.

**Every attendee will receive:**

- Full day of instruction from one of the industry's foremost showroom experts
- A copy of the *Essentials of Profitable Showroom Sales*® course book, including end-of-chapter quizzes, showroom glossary and helpful appendix
- Six weeks to complete the reading and course quizzes
- Final exam, with grading provided by ASA
- Certificate of completion, ideal for framing

*\*Essentials of Profitable Showroom Sales*® is the third in ASA Education Foundation's series of distribution sales and management programs. This comprehensive course includes 213 pages, comprising 7 chapters, 7 end-of-chapter quizzes, glossary, appendix, final exam and certificate of completion.



## FULL-DAY SEMINAR!

**Essentials of Profitable Showroom Sales**®*Mastering the Art of the Consultative Sale*

Your business is driven by your ability to grow sales. More and more, plumbing wholesalers recognize that showrooms provide a tremendous potential for increasing sales and profits. But while they have great potential, many distributors forgo the opportunities because they don't fully embrace the retail model that will generate maximum profits.

*Essentials of Profitable Showroom Sales*® – *Mastering the Art of the Consultative Sale* was written by renowned showroom expert **Hank Darlington**, with the objective of equipping your showroom sales consultants with the knowledge and skills needed to perform as top-notch sales consultants.

In this full-day overview seminar, attendees will be introduced to the course that will ultimately serve as the foundation of their professional development as showroom sales consultants, translating into more, and more profitable sales for your company.

Here's why *Essentials of Profitable Showroom Sales*® will work for you:

- Job Driven:** Content is based on a detailed showroom sales consultant job description
- Comprehensive:** All major components of the job description are covered
- Profit Driven:** The major differences between the distributor and retail profit model
- Process Oriented:** The art and process of consultative selling in the upscale retail model
- Best Practices:** 102 "Best Showroom Practices"
- Self Development:** Strategies and guidance on how to continuously develop as a sales professional
- Turnkey Package:** Seminar attendance includes a course overview, along with the coursebook, quizzes, glossary, appendix, final exam and certificate of completion.

**REGISTER YOUR SHOWROOM SALES STAFF NOW!**

Selling is an art and a skill – each of them employing various techniques that must be continually practiced and improved.

**REGISTER BY March 20th!**

Please note that cancellations received after March 20, 2008 will not be eligible for a refund.



**SUBMIT THIS  
REGISTRATION FORM  
& PAYMENT TO NCWA  
by March 20, 2008**



**March 27, 2008  
9:00am - 4:30pm**  
**Holiday Inn  
Columbus-Worthington**  
7007 N. High Street  
Worthington, OH 43085

**OVERNIGHT  
ACCOMMODATIONS**  
\$99/night  
plus 16.75% occupancy tax

**CALL BY MARCH 9th**  
614-436-0700

*(ask for North Central Wholesalers  
Association rate block)*

**MAIL TO**  
NCWA  
3271 SPRINGCREST DRIVE  
HAMILTON, OH 45011

**FAX TO**  
513-895-1739

**QUESTIONS  
& SPECIAL  
ACCOMMODATIONS**

**CONTACT**  
Dan Schlosser  
513-895-0695  
800-537-6585  
dan310@earthlink.net

*"I am very excited to have my  
staff go through this course.  
There is so much good  
information here. So many  
things we think we already  
know, but to put it all  
together in a course like this,  
really makes it work."*

**Cary Carlson  
First Supply, LLC**

**1 COMPANY INFORMATION**

\_\_\_\_\_  
Company Name Name of Person Completing This Form

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone Fax E-Mail (for confirmations)

**2 REGISTRANT INFORMATION**

*Registration fees include a full-day of professional instruction, course book, short quizzes, a glossary to build a vocabulary of industry terms, a final exam, certificate of completion, and continental breakfast & lunch.*

**#1:** \_\_\_\_\_  
Name Title

**#2:** \_\_\_\_\_  
Name Title

**#3:** \_\_\_\_\_  
Name Title

**#4:** \_\_\_\_\_  
Name Title

**#5:** \_\_\_\_\_  
Name Title

**#6:** \_\_\_\_\_  
Name Title

**3 PAYMENT**

	<u>QTY</u>		<u>MEMBER*</u>		<u>NON MEMBER</u>		<u>TOTAL</u>
<b>First</b> Registrant	<u>1</u>	X	\$129	or	\$189	=	\$ _____
<b>Additional</b> Registrants	_____	X	\$89	or	\$139	=	\$ _____
<b>TOTAL FEES =</b>						<b>\$</b>	_____

- CHECK enclosed for \$ \_\_\_\_\_ (payable to NCWA)
- BILL ME for the amount of \$ \_\_\_\_\_ (NCWA or ASA Members only)

\* Member fees apply to any member of an ASA Region.

**SUBSTITUTIONS & REFUNDS** Substitutions are welcome at anytime; NCWA will provide a full refund only for cancellation notices received by no later than March 20, 2008.