

NEW! April 8, 2008 • Hilton Oakland Airport, Oakland, CA



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 the ASA Education Foundation's series of distribution sales and management programs. This comprehensive course includes 7 chapters (213 pages), 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 April 1!

Please note that cancellations received after April 1, 2008 will not be eligible for a refund.



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 lunch.

#1: _____
Name & Title

#2: _____
Name & Title

#3: _____
Name & Title

#4: _____
Name & Title

#5: _____
Name & Title

#6: _____
Name & Title

3 PAYMENT

	QTY	MEMBER*	NON MEMBER	TOTAL
Registrant	_____ X	\$29	or \$99	= \$_____
TOTAL FEES =				\$_____

- CHECK enclosed for \$_____ (payable to WSA)
- CREDIT CARD for the amount of \$_____ VISA MC
- The charge will appear on your statement as "Western Suppliers Association"**

_____	_____
Card Number	Expiration Date

Name on Card	

Cardholder's Signature	

Cardholder's Billing Address	

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

SUBSTITUTIONS & REFUNDS Substitutions are welcome at anytime; WSA will provide a full refund only for cancellation notices received by no later than by April 1, 2008.

**SUBMIT THIS
REGISTRATION FORM
& PAYMENT TO WSA
by April 1, 2008**



**TUESDAY
April 8, 2008
9:00am - 4:30pm**

**Hilton Oakland Airport
One Hegenberger Road
Oakland, CA 94612**

REGISTER BY APRIL 1

MAIL TO
WSA
3423 Investment Blvd.
Suite 204
Hayward, CA 94545

FAX TO
510-670-9081

**QUESTIONS & SPECIAL
ACCOMMODATIONS**

Debbie Wagner
510-670-0962
wsadeb@sbcglobal.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**