

LUMBERTECH

Training & Education for the Retail Lumber & Building Materials Industry

Sales 101

Formerly Customer Relations & Practical Selling class

Class Dates & Locations

Lincoln, Nebraska
April 4, 2019

Lakeville, Minnesota
April 18, 2019

Hosted by:



Boise Cascade
Building Materials Distribution

Class Hours

9:00 am - 4:00 pm

Registration Fee

per person

NLA Member
\$250
\$225 3 or more
\$210 Certificate Enrollee
Regular/Non-member
\$375

Included in your registration fee is the course manual, and lunch. Hotel accommodations are not included. Information on a discount room block is listed above.



Online Registration
Available
at www.nlassn.org

2019-Jan/25

This course is critical for all employees that work directly with customers in a sales capacity and will benefit all employees in your organization.

Who should Attend

- Staff that is new to Customer Service, Counter Sales and/or Inside Sales
- New Outside Sales Personnel
- This program can also benefit Delivery Drivers by providing customer service techniques



Participants will gain a clear understanding of the impact their customer interactions have on their company's success.

This program's agenda includes:

- Ensuring great customer service. Discuss the importance of our appearances, understanding body language and personality types;
- Selling starts with a fact-finding mission. Learn how to really listen to your customers, ask follow-up questions and discover what the customers wants are;
- Product Knowledge. Discuss the importance of knowing not only your product features but also your competitor's. Learn how our senses play into selecting products and how powerful displays and demonstrations are;
- You can't sell on price alone. Making sales requires creativity and a willingness to out-work your competition. Learn the importance of selling value rather than price; and
- The 6 steps to handling customer objections.

Learn from fellow attendees during roundtable discussions.

Instructor

Emily Overson is an accounting professional who has spent the last 18 years focused on the LBM industry. Emily's work in retail LBM dealers covered Accounting, Human Resources, IT, Purchasing, Inventory Management, Sales Initiatives, Training Programs and overall Business Management. She is aware of the challenges facing independent retailers and is passionate about the industry and sharing knowledge to strengthen it.

Northwestern Lumber Association

701 Decatur Avenue North #105, Golden Valley, MN 55427 888.544.6822 Fax 763.595.4060 cjohnson@nlassn.org

Northwestern Lumber Association Professional Development Program

Sales 101

Formerly Customer Relations & Practical Selling

Dates & Locations

Class Hours: 9 am - 4pm

Lincoln, Nebraska - April 4, 2019

Class and hotel room block at the Hampton Inn & Suites
7343 Husker Circle, Lincoln, NE p. 402.435.4600
Block rate - \$99 + taxes Expires 3/1/2019
Ask for the NLA/SMERF Group Code

Lakeville, Minnesota - April 18, 2019

Class will be held at Boise Cascade
8714 215th street W, Lakeville, MN

If you need hotel information, please contact the NLA office or check the Sales 101 class information page on the NLA website for a link to the hotel options in the area.

Registration Fees

NLA Member -
\$250
\$225 3 or more
\$210 Certificate Enrollee

Regular/Non-member \$375

Included in your registration fee is the course manual and lunch. Hotel accommodations are not included. Information on a discount room block is listed to the left.



Online Registration Available
at www.nlassn.org

Questions? Contact Connie Johnson, Director of Professional Development (763) 595-4045 or cjohnson@nlassn.org.

Attendee Name	Class Location	Enrolled in Certificate/Diploma Program (Yes/No)	Price
TOTAL			\$

Company Contact _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____

Payment Options

- Credit Card
 - Mastercard
 - Visa
- Check

Credit Card Information

Name on Card _____
 Card # _____ Expiration Date _____ CSV-CODE _____
 Billing Address _____
(if different than above)
 Signature _____ Date _____

If you do not receive an e-mail confirming your registration, please contact the NLA office.

Cancellation Policy: Substitutions are accepted at any time for individual classes. (No substitutions allowed for certificate/diploma registrations) To receive a full refund, cancellation must be received by NLA 14 days prior to the class. Cancellation requests received between 4 and 13 days before the class will be subject to a 50% administration fee. No refunds will be given for cancellations received 3 business days or less prior to the class or for "no shows".