

# IOWA EDUCATION



## **“How to Sell More Today Using a Tool That Even Prospects Don’t Know About” by Dave Molenda**

**Tuesday, February 26th 8:30 am – 9:30 am**

The best sales professionals make sure they understand how people buy. During this workshop, you’ll learn how to use the DISC platform, which uncovers the little known fact that everyone falls into one of four categories – D,I,S,or C. We’ll explore the DISC tool and how, when used correctly, you can crush your sales quotas!

Topics Include:

- Understanding what drives prospects;
- Finding new ways to better connect with your prospects;
- Discovering what personality type you are;
- Learning how to better read your prospect;
- Creating customer mapping strategies; and
- Learning from some examples of how people like to be sold to.

**Dave Molenda** is the founder of Positive Polarity, providing coaching, mentoring, and leadership training to companies looking for a positive and encouraging way to grow their businesses. In addition to Positive Polarity, Dave has over 30 years of construction industry experience and is the 2018 President of the Lakeland Builders Association in Lake Geneva, Wisconsin. He is the author of a #1 Amazon Best seller – “Growing on Purpose”. [www.positivepolarity.com](http://www.positivepolarity.com)  
[www.linkedin.com/in/davidmolenda](https://www.linkedin.com/in/davidmolenda)



## **“Iowa Legislative Update” by Angela Davis**

**Tuesday, February 26th 8:30 am – 9:30 am**

Iowa Lumber Association government relations attorney, Angela Kenyon Davis, will provide insight on the current Iowa legislative landscape and the statewide issues that affect you and your business. She will talk about the power of advocacy and what you can do to influence policy at the statehouse. This program will allow time for Q&A.

**Angela Kenyon Davis** is a government relations attorney, specializing in legislative policy and advocacy. Her consulting firm, AKD Legal Consulting, focuses on legal and legislative representation, with an emphasis in strategic planning and communication. She has had the honor of representing several diverse clients--government entities, small businesses, state associations, and national corporations. In addition to the Northwestern Lumber Association, Angela has been invited to speak on advocacy and legislative policy for the Iowa Bar Association, Drake University, Dream Iowa, and the American Beverage Association’s National Government Relations Conference. [www.akdlegal.net](http://www.akdlegal.net)



## **Membership Lunch & Keynote Speaker Jeff Beals**

### **“Selling Saturdays: Blue Chip Sales Tips from College Football”**

**Tuesday, February 26th 12:00 pm – 1:30 pm**

Take a break during a busy day and join NLA at the annual membership meeting & FREE\* lunch on Tuesday afternoon from noon to 1:30 pm. The show floor will be closed during this time, so plan to grab a bite, get caught up on ILA business, and listen to a fantastic keynote presentation by Jeff Beals.

\*NLA retail members & their spouses/guests can attend for free. Non-member fee is \$20.00 per ticket. Exhibitors (member

or non-member) may get two free tickets per 8 x 10 booth purchased, with a maximum of up to 6 free tickets (3 booths). Additional tickets may be purchased for \$20.00 each.

### **Keynote Topic & Speaker Info**

Let’s face it...the sales profession in any industry is highly competitive even when times are good. But if you think your work is competitive, you wouldn’t believe the marketing and selling skills that are necessary to build a championship football team! In this thought-provoking presentation, award-winning author Jeff Beals shares the sales and marketing secrets he learned by interviewing legendary college football coaches. You’ll become more effective at marketing, selling and building interpersonal relationships by learning how famous coaches battle their competition in the brutally competitive race to sign the nation’s most prized, blue-chip athletes. Learn how coaches qualify prospects, identify influencers, make sales presentations, overcome objections and close big deals. You’ll leave with several easy-to-implement sales tactics you can use right away. Jeff Beals helps you find better prospects, close more deals and capture greater market share! An international award-winning author, sought-after keynote speaker, and accomplished sales consultant, Jeff brings complicated subject material to life through his thought-provoking writing and entertaining presentations on sales, marketing and personal branding.  
[www.jeffbeals.com/presentation.php](http://www.jeffbeals.com/presentation.php), [jeffbeals.com/blog](http://jeffbeals.com/blog), [twitter.com/Jeff\\_Beals](https://twitter.com/Jeff_Beals)