

# NEBRASKA EDUCATION



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

**Tuesday, March 5th 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](http://www.linkedin.com/in/davidmolenda)



## **Membership Meeting with Lunch & Keynote Mitch Holthus**

**Tuesday, March 5th 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. The show floor will be closed during this time, so plan to grab a bite, get caught up on NDLA business, and listen to a fantastic keynote presentation by Mitch Holthus

\*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.

Award winning broadcaster and “Voice of the Kansas City Chiefs” Mitch Holthus, took the work ethic he learned growing up on a farm into his career as a play-by-play sportscaster, entrepreneur and motivational speaker. In addition to his play-by-play duties, Holthus also hosts the “Minute With Mitch” television series that is seen and heard in five states, and he hosts the “Chiefs Insider” television show. Following the NFL season, Holthus is a television play-by-play talent for selected college basketball games. He currently owns his own company that features talent, marketing and motivational services. During his keynotes, Holthus brings both humorous and inspirational moments guaranteed to make you laugh but will also make you think.