



2019

Sales Workshop

Presented by Ed Kriz

This interactive program is conducted in a “workshop” setting and puts the focus clearly on you and your sales presentation. **Here are the topics for 2019:**

- Your Website – What are consumers looking for when they research online?
- Social Media – Do’s and Don’ts
- Learn how to leverage your design process for more sales
- Your Value Proposition – Why does a consumer pick you over a competitor?
- The At-Home Experience – Engaging with consumers on their turf
- The Showroom Experience
- Effective Listening
- Pricing – Techniques Workshop
- Negotiating and Closing



This class is **APSP Accredited**. In addition, you will earn **\$300 Off** any Latham purchase.

*****LIMITED SPACE - Accepting 20 Attendees per Class*****
Don't miss your chance to participate in this in-depth, valuable training that will equip you with the knowledge and tools to sell more pools!

February 6-7, 2019 • Orlando, FL
February 20-21, 2019 • Nashville, TN
February 27-28, 2019 • Chicago, IL
(Day 1 Starts at 9:00am, Day 2 Ends at 4:00pm)

Individual price to attend is \$299, plus hotel cost
Register online at www.lathampool.com/workshops

Questions, please contact Amanda Harlow at **931-227-4516**
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