



LBM Sales Seminar

Guide your team to be a star producer

Tuesday, March 26
9 AM - 3 PM

Ramada Geneva Lakefront

41 Lakefront Drive
Geneva, NY 14456

CNYRLDA/WNYLDA Members
\$100 per person
NRLA Members - \$200

Registration begins at 8:30 AM
Includes Lunch Buffet

Who should attend: Managers, outside salespeople, inside salespeople

- Learn the 3-step formula to immediately differentiate yourself in the eyes of the buyer
- Practice new methods of communication to increase return phone calls and emails.
- Discuss the single most common mistake sales reps make in preparing for their first prospect meeting.
- Understand how the best sales reps continuously deliver value when prospects are not in buying mode.
- Learn the negotiating tactics Purchasing Managers are using against you to shrink your profit margins.
- Identify the best practices to amaze your existing clients and make price a non-issue.



Speaker: Bradley Hartmann from Red Angle, Inc.

Born into the lumber business, the son of an LBM manager, Bradley began working in lumber yards at the age of 14, chasing customers' trucks around the yard, re-stacking bunks of 2x4s, and occasionally running the forklifts. Upon graduating from the University of Illinois, Hartmann was hired by national homebuilder Pulte Homes and earned an MBA along the way. In 2011, Hartmann launched Red Angle, Inc., a training and consulting firm helping clients improve communication on the job to drive productivity and profitability. Hartmann's core services include consulting on marketing and selling to national homebuilders and managing executive teams, Behind Your Back workshops for sales professionals, LBM-specific language training (Spanish & English, on-site and digital delivery), and keynote speeches. Hartmann has written four books for the industry and teaches at Purdue and Oklahoma State University. His *Behind Your Back Newsletter* is read by thousands of business leaders each month.



Central New York
Retail Lumber Dealers
Association



REGISTRATION FORM

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Company: _____

Contact Name: _____

Phone: _____ Fax: _____

E-Mail: _____

Attendees: _____

Make check payable to LBMDF and mail to:
LBMDF, c/o Pamela McHale
585 North Greenbush Road
Rensselaer, NY 12144

***Minimum 72 hours notice of cancellation is
required to receive a refund**

Or pay by Credit Card (circle one): Visa MasterCard American Express Discover

Card# _____

Exp. Date: _____ Billing Zip Code _____

Security Code: _____ Signature: _____

Please return completed registration form by March 22 to Pamela McHale
Email to: pmchale@nrla.org Fax to: 518-880-6381



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