

**SHARPEN YOUR SKILLS
BEFORE THE SEASON STARTS**

SALES TRAINING SCHOOL

**REGISTER
TODAY!**

*"AFA Sales Training School was
probably the best money I have
spent on any training in my
career as a sales professional."*

Jim Turner, Gatekeeper, Inc., Jackson, MS

**CONSULTATIVE
SELLING TECHNIQUES**

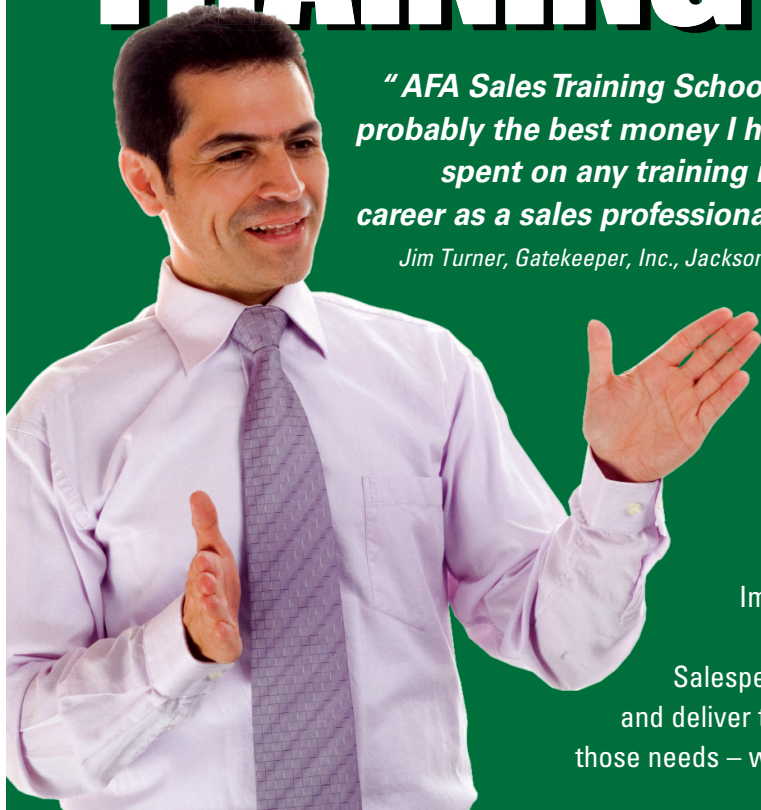
March 29-30, 2010

**Village of Bird-In-Hand
Lancaster County, PA**

Bird in Hand Family Inn

Tuition: \$695 - AFA Member

\$995 - Non-Member



Improve sales performance with easy-to-use, proven techniques from the industry's top sales experts. Salespeople will learn how to determine customers' needs and deliver the products and services to best meet and exceed those needs – with practical tools they can put to use immediately.

AFA – INVEST IN YOUR SUCCESS.



**American
Fence
Association**

For more information, visit www.AmericanFenceAssociation.com or call AFA Headquarters at 800-822-4342.

— THE DEADLINE FOR ENROLLING IS MARCH 25, 2010 —

AFA Sales Training School Registration Form

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web site: _____

Emergency Contact / Phone: _____

In compliance with the American With Disabilities Act, please indicate any special dietary or accessibility requirements: _____

Please list any prior sales training courses taken: _____

COST AND ACCOMMODATIONS:

Seminars will take place in Eagle Meeting Room at the Bird in Hand Family Inn. Cost is \$695 per person for AFA members and \$995 for nonmembers.

Tuition does NOT cover student's hotel stay. The Keystone Chapter has secured a reduced rate of \$79 per night at the Inn. To make a reservation, please call 1-800-537-2535 and mention American Fence Association. All hotel expenses are the student's responsibility.

Attendees will be provided the following meals: Monday - Lunch & Dinner; Tuesday - Breakfast and Lunch

Class is limited to 24 registrants and space in the school is granted on a paid, first-come, first-served basis. Refund of fees, less \$100 administrative fee, will be made only if vacated space in class is filled. Register today to guarantee your space!

PAYMENT INFORMATION:

Check appropriate registration fee:

AFA Member/\$695 Non-Member/\$995

Total amount (U.S. Funds):

\$ _____ Check (payable to Keystone Chapter)

Credit card: VISA Master Card Discover

Account number: _____ Exp. date: _____

Card holder's signature: _____ Today's date: _____

If card holder is other than contact, indicate below:

Card holder's name: _____

Mail or fax registration to: American Fence, Inc., 2738 Eberhart Road, Whitehall, PA 18052, Contact: Holly ph:610-437-1944 fax: 610-770-9178

AFA Sales Training School Agenda

Head Instructors: Hal Mante, CFP
– American Fence, Inc., Whitehall, PA
& Shawn King, CFP
– Mr. Fence, Inc., Evansville, IN

INTERACTIVE SEMINARS

LEARN AND UNDERSTAND:

- ✓ *The fundamentals of the buying and selling process*
- ✓ *How to identify customers' REAL needs and how to differentiate from perceived needs*
- ✓ *How to identify sales opportunities and how to capitalize on them*
- ✓ *How to develop effective listening skills*
- ✓ *How to maintain control of the sales process by asking the RIGHT kind of questions*
- ✓ *How to utilize products/features/benefits to close more sales*
- ✓ *Effective closing techniques*

PRACTICAL APPLICATIONS WORKSHOPS

BE INVOLVED IN AND TAKE AWAY:

- ✓ *Structured sessions on demonstrating newly learned selling skill sets*
- ✓ *Interactive study guides to develop future reference tools*
- ✓ *New methods of practicing skills to grow and develop key points of the session*

“As experienced as I am selling fence for over 30 years, my skills were sharpened and new tools acquired from attending the Sales Training School, no doubt about it.”

– Hal Mante, CFP, American Fence, Inc., Whitehall, PA



American Fence Association

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