



Contractor Sales

CLASS DATES & LOCATIONS

St. Louis, MO
February 17, 2021
Forest Products
3025 S Brentwood Blvd

Kansas City, MO
Residence Inn KC Airport
10300 N Ambassador Dr
February 18, 2021
9am - 4pm



Taught by former Director of Sales for Cambria, Mick Frank, this course will coach sales representatives through the builder/contractor sales process.

Who Should Attend

- Inside and Outside Sales Personnel

Attendees will learn the steps of sales and how customers decide who they are going to buy from. We will discuss in depth the best practices of territory management including how to create a calendar to better manage your time and territory. You will learn effective strategies and tools that will help you grow your sales with current customers and find new ones. We will wrap up the class with group discussion on handling customer objections to best ensure you walk away with the sale.

This program's agenda includes:

- Steps to the sales process
- Understanding how sales decisions are made
- Territory management
- Defending your turf
- Analyzing your customers
- Developing a cold calling strategy
- How to handle objections

Participants will leave this program with proven, ready-to-use ideas to better manage their territory and increase sales.

Instructor

Mick Frank is a graduate of Carleton College and has a law degree from William Mitchell College of Law. He was a business owner for 18 years and built over 2500 homes during that period. He worked at Cambria for 10 years. As the Director of Sales, Mick travelled throughout the US doing sales training and consulting with companies on how to grow their sales. The tools and techniques that Mick will share with you will definitely help you grow your sales today.

MLA Health and Safety Guidelines 2020-21

During these unprecedented times, MLA's goal is to host professional development programs for our members while keeping our attendees and instructors as safe as possible. We are working closely with our venues to take appropriate precautions and will do our best to follow the guidelines issued by the Centers for Disease Control (CDC), as well as those issued by state and local authorities and the hosting venue. We respectfully ask that all attendees help us to preserve a safe environment by adhering to the information provided in your class confirmation.

Items you may be expected to bring with you:

- Mask
- Writing Utensil
- Notebook

MLA will contact all class attendees or supervisors one week before the education event they are attending. Along with information on where and when, MLA will include items that are required to be brought by attendees and any further guidance we have been given by the hosting facility.

Hotels and other locales you are visiting during this time period may have their own requirements. Please be sure to consult those venues and ensure you have supplies and information in order to fulfill their requests.



PRICING PER PERSON	MLA member	Regular
	\$250	\$375
	\$225 3 or more	NA

Attendee Name	Class Date/ Location	Price
TOTAL		\$

Billing Information:

Company Contact _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Payment Options:

Enclosed is our Check in the amount of: \$ _____

Credit Card

Name on Card _____

Card# _____ Expiration _____ CSV-CODE _____

Cancellation Policy: Substitutions are accepted at any time for individual classes. (no substitutions allowed for certificate/diploma registrations) To receive a full refund, cancellation must be received by MLA 14 days prior to the class. Cancellation requests received between 4 and 13 days before the class will be subject to a 50% administration fee. No refunds will be given for cancellations received 3 business days or less prior to the class or for "no shows".