

First of Two Events in 2020



BRAD HUISKEN'S Train the Sales Trainer Course **IS BACK!**

NEW & UPDATED INFORMATION

NASHVILLE, TN - Apr 21-23, 2020

Working with Brad Huiskens has been one of the best investments that my brothers and I have ever made for our business. The systems and processes that he introduces allow us to run our business based on factual information rather than our opinions. Someone Brad and I mutually know once said "One of the worst things you can do is say "We've always done it this way..."". Since attending Brad's seminars and having him conduct in-house training and coaching with our staff we have enjoyed double digit sales and profit increases. He has helped me uncover various road blocks to our growth, including staffing issues and sales floor coverage issues. I highly recommend Brad to anyone that is serious about growing their business and taking control of the personnel side of their organization. His way of communicating gets through to all of my staff, both young and old, inexperienced and skilled. The training that he provides gives us the ability to customize the strategies and techniques to fit with the specific needs of our company.

Mo Jooma

Icebox Diamonds and Watches

**NOW MORE THAN EVER LEADERS NEED TO LEARN MORE ABOUT LEADING!
IT'S NOT JUST IMPORTANT... IT'S CALLED SURVIVAL & PROSPERITY!**

The Sales Manager/Trainer has the most powerful position in determining the success or failure of the individual salespeople and thus the store!

An effective Coach will make the difference between a store that simply maintains and one that grows and flourishes.

Finally! A course designed exclusively for the store owner/sales manager/sales trainer!

Learn how to:

- Increase Productivity with **Five Benchmarks** / **Measure productivity** effectively
- Provide a **Formal Sales Training Program** for your salespeople / Teach your staff to **Market your store and themselves**
- Turn Objections into money in the register! / **Maximize** each and every **selling opportunity**.
- Effectively **add-on** and up-sell. / Convert a **repair or service** into a sale
- Smoothly **perform a turnover**; or **convert a turnover** into a sale. / Create a **competitive edge** within your market
- Effectively **use telephone/email** to increase your bottom line.. / Train for **Staff retention and professionalism** on the sales floor.

No One Leaves Until Every Question Is Answered!

www.iastraining.com

We Offer You and Your Business a Solution!

Here is what you get with our *Train the Sales Trainer Course*:

- A **Comprehensive Training Manual**, including our renowned **PMSA** Relationship Retail Sales System. (**PMSA**=Preparedness—Making the Sale—Saving the Sale—After the Sale)
- A thorough and detailed demonstration of the selling process; and how to implement it
- Role-Play “effective coaching” in sales simulations!
- A **Complete Productivity Improvement Implementation Process**.
- An easy-to-understand breakdown of the ***Twenty Tips and Techniques of training*** that will help you successfully train your staff; with an assurance that they will comprehend and apply the information.
- Practical methods for you to use that will get your participants' attention, hold their interest; and trigger their desire to be involved and to keep learning more.
- Techniques that you can use as a means to get the commitment from others, so that they will use the information that is being taught.
- Suggestions and ideas about how to make training fun and interactive.
- Ideas for games and contests that can be used in your store to help increase sales.
- The skills, ability and knowledge to confidently go back to your place of business and produce positive results.

The Course Fee:

Expensive for those who do not attend—Profitable returns for those who do attend!

<p>1 or 2 people from the same Company — \$795.00 each 3 or more people from the same Company — \$695.00 each Train The Trainer Course on DVD - Price - \$995.00</p>

Remember: There are tax-deductible benefits that apply specifically for Business Training Courses.

The Guarantee:

We guarantee that you will gain the knowledge to grow your business with the information you receive from our course; and you will be delighted with your new-found ability to inspire, encourage and instill a sales-driven culture into your organization that will produce successful results; or we will gladly refund your registration fee.

Please contact us if you have any questions about Registration

**Call 1-800-248-7703 / 303-936-9353; or Fax 303-936-9581;
Or E-mail us at info@iastraining.com**

Train the Sales Trainer - Course Registration Form

Name _____ Title _____

Company _____ #Stores/Employees _____

Address _____ E-mail _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Workshop Date _____ Location _____

Number of Participants _____ @ \$ _____ ea.=Total U.S. \$ _____

_____ Bill my Company _____ Check enclosed Check # _____

_____ Visa/MC/Amex/Discover # _____ Exp. _____

Name on Card _____ CVC # (on back of card) _____

Signature _____

Please print names of each attendee to ensure the correct spelling on their ***Certificate of Completion***.

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Course runs from 9:00 am until 5:00 pm 1st & 2nd day –

9:00 am – 4:00 pm 3rd day!

Dress – Business Casual

If you are mailing in your registration—please send to the addresses below:

**IAS Training
P.O. Box 27803
Lakewood, CO 80227**