

REGISTER NOW FOR OUR **POWER PER SQUARE FOOT** CERTIFIED SALES TRAINING AT THE BULLFROG SPAS FACTORY!



MARCH 2-3, 2020 • LEHI, UT

Old fashioned selling is dead. Beyond knowing your products, a successful spa retailer needs to revamp the traditional sales process to account for changing customer needs and new paths to purchase. In this two-day intensive training, we'll share product knowledge and introduce specific selling techniques that, when applied, are sure to boost your closing rates. Join us as we explore how to effectively communicate the Bullfrog Spas brand difference with a relevant story that's less about the product itself and more about what the product can do for the customer. We'll also share best practices you can incorporate into your day-to-day lead management and nurturing processes to boost conversion and optimize your sales funnel. Training will include instructional presentation, hands-on demonstration, and opportunities for role play.

Presented by Terry Guilfoyle, Director of Sales, and Dave Henderson, Regional Manager.

What's Included?

- 2 Day Sales Training
- Bluffdale Factory Tour
- Visit to New Herriman Headquarters
- Monday Night Dinner with Bullfrog Spas Key Personnel
- 2 Nights Lodging
- Transportation from Hotel to Factory
- Lunch and Breakfast
- Networking with Other Hot Tub Professionals