



Building. Community.

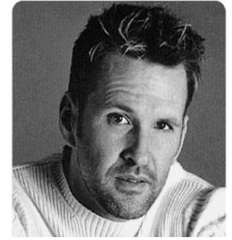
Construction Sales Training

*Sales Techniques Designed Specifically
for the Construction Industry*

Thursday, February 26, 2015
Patrick's Westport Plaza
342 Westport Plaza Drive
St. Louis, MO 63146
1:00 p.m~4:00p.m.

**Registration: \$45 ASA Member
\$65 Non-Member**

Presenter: Tom Woodcock, Seal the Deal



**Nationally Known
Construction
Sales Trainer:**
*Tom Woodcock
Seal the Deal*

2015 Construction Sales & Marketing Trends:

2015 is showing great promise for the construction industry! Your sales and marketing approach will need to be sharp & aggressive. Which method will be most effective? What should my sales strategy be for 2015? What are my expectations in regards to ROI? How do I gain a sales edge over my competitors?

The 3 hour interactive and dynamic seminar will cover:

1. What is the proper marketing direction to take in 2015?
2. Which electronic marketing techniques work in the construction industry?
3. How do I raise my profitability?
4. What are reasonable expectations regarding sales for my personnel?
5. Where are the profitable projects?
6. How do I beat my competitor?

Sales is the most critical part of any business' success. Having the right sales and marketing plan going into the new year is a make or break for everyone in the construction industry. You will leave this seminar with a plan to take your business forward in 2015 and beyond.

SPACE IS LIMITED SO PLEASE REGISTER TODAY.

www.asamidwest.com to register online

VISA/MASTERCARD/DISCOVER

OR CHECK PAYABLE TO ASA MIDWEST COUNCIL

(Payment must be received 48 hours in advance to seminar to confirm reservation)

No shows not cancelled by Thursday, February 19th will be billed.

Please register by Monday, February 23, 2015

ASA Midwest Council

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