

# "SUCCESSFUL SELLING SKILLS"

## Featured Speaker



Ralph Palmer, CKD

Immediate Past President of BKBG. A national speaker on sales and/or motivation; retired columnist for *KITCHEN & BATH DESIGN NEWS*; co-developer of "Successful Selling Skills" sales training seminar, which he taught nationally for two years for the National Kitchen & Bath Association (NKBA). Ralph received a Bachelor of Arts degree from Coe College; currently the president and co-owner of The Ar-Jay Center and Kitchen and Bath Distributing, Cedar Rapids, IA. Married with three grown children.

NKBA-CEU Approved  
(certified members  
will receive 0.4 CEUs)



Wednesday, October 7, 2009  
2:00 p.m. – 6:00 p.m. CST

Join fellow BKBG members and vendors Wednesday, October 7, Desoto Room, Hilton Anatole, Dallas. Hear from industry expert, Ralph Palmer, regarding what is needed for Successful Selling Skills, particularly in such challenging times. Attend this one-time event and learn how to:

- **Qualifying the Prospect**  
Don't waste your time with a non-prospect.
- **Questioning Process**  
We must know and understand the prospects dreams, expectations, and desires.
- **Building Value**  
Salesperson must prove that the benefits to be gained are equal or greater than the investment the prospect will be making.
- **Presentation**  
Salesperson must be in control and make their solution the best answer to the prospect's problem(s).
- **Invitation From Salesperson to the Prospect for Their Business**
- **Overcoming Objections**  
Be prepared. Know what to say and equally important how to say it.

### Member and Vendor Registration is Free.

Attend "Successful Selling Skills" seminar being held in conjunction with the BKBG Annual Conference and receive a \$150.00 check. A dealer company who registers to attend the annual BKBG three-day conference, and sends an employee(s) to the seminar, 2:00 p.m. to 6:00 p.m., Wednesday, October 7, with accommodations at the Hilton Anatole will receive a check in the amount of \$150.00 (one per company). Check will be mailed after conference.

Registrations must be received by Tuesday, September 15, 2009.

NAME \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ATTENDEE NAME \_\_\_\_\_ CELL ( ) \_\_\_\_\_

ATTENDEE NAME \_\_\_\_\_ CELL ( ) \_\_\_\_\_

ATTENDEE NAME \_\_\_\_\_ CELL ( ) \_\_\_\_\_

SEND REGISTRATION (SEMINAR FREE) TO: BGS, Ginny Peterson, 212 Riva Drive, Hackettstown, NJ 07840  
or FAX to: BGS at 908-852-7238

All attendees will receive a complimentary gift of Ralph Palmer's book "Give Yourself a Raise Starting Today".