

Member Appreciation
Month

Discounted Dues
Gifts for all Members

How to Sell More Kitchens with Less Stress

KEITH WOOD
APRIL 17, 2008
5:30-8:00 P.M.

HOW TO COMBINE PROFESSIONALISM AND PERSONAL COMMUNICATION to Increase Premium Kitchen Sales

A relationship driven consultative selling system that is fun, rewarding and will produce great results.

Keith will be discussing how to sell more with less stress. He will discuss ways to listen more effectively, engage the customer verbally, more easily manage customer expectations, handling difficult people in the sale, and working through price objections easily.

CONSULTATIVE ESSENTIALS

- Focusing on Today's Female Buyer
- Feeling & Listening with Intent
- Saying the Right Things the Right Way
- Expressing Your Vision of a Great Result
- Reminding the Customer What's Best
- Managing Expectations Comfortably
- Avoiding Being on the Defensive
- Keeping Design in the Spotlight
- Handling 3rd Party Dynamics
- Asking Tough Important Questions

5 MAJOR TOPICS

KEITH WOOD has worked with leading manufacturers, retailers, and distributors in the kitchen industry for over 30 years. He has owned a retail kitchen business, a distributing business, and a manufacturer's rep firm. Today the Keith Wood Company combines sales, marketing, branding, and education services to deliver growth to kitchen businesses. Keith is a graduate of Tulane University and lives in Memphis with his wife Rinnie.

Opening the Sale to Build Trust, Rapport, and a Solid Relationship
Helping Customers Self-Qualify While You Both Elevate Mutual Understanding
Presenting Products, Performance, Time-Respect, and Your Business Culture
Communicating to Facilitate Retainers & Contracts -Maintaining Soft Control of the Sale
Turning Price Objections Into Advantages & Finalizing Decisions and Details

dacor.

3330 Piedmont Road NE #22
Atlanta, GA 30305
404.365.9876

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NEXT MONTH...

First Annual
Georgia Chapter Design Competition Awards Gala

Friday, May 16, 2008



REGISTER ONLINE

www.nkbagas.org

SIGN UP TODAY!

MAIL REGISTRATION

03.31.2008 07:10 EST

REGISTRATION FEES			
DEADLINE*		PRE-REGISTRATION	LATE ** REGISTRATION
04.14.2008			
STATUS	MEMBER	@ \$20	@ \$30
	NON-MEMBER	@ \$45	@ \$55
	STUDENT MEMBER	@ \$15	@ \$20
	TOTAL		

CHAPTER MEETING & PROGRAM		
TITLE	Selling More Kitchens with Less Stress [Membership Appreciation Month]	
EVENT DATE	04.17.2008	
DEADLINE	04.14.2008	
TIMES & LOCATION	5:30-6:30pm	Registration, Networking
	6:30-8:00pm	Chapter Reports, Program
LOCATION	Dacor Showroom 3330 Piedmont Road NE #22 Atlanta GA 30305	

** Late Registration is accepted and processed until noon on the day of the event. It is highly recommended to register online to avoid any possible problems.

Refund Policy: **No refunds.** Contact Georgia Chapter Treasurer for more information regarding cancellations prior to DEADLINE above. No-shows will be billed.

1	2	3	ATTENDEES

COMPANY	
MEMBER#	
COMPANY NAME	
ADDRESS	
CITY/ST/ZIP	
PHONE	

1-Member 2-Non-Member 3-Student Member

PAYMENT OPTIONS
EASY - SAFE - Register Online at www.NKBAga.org
Print and complete a copy of this form for your records prior to mailing. No confirmation is sent. Mailed registration must be <u>received</u> no later than 04.14.2008 to avoid Late Registration fees.
Send check payable to NKBA: Georgia Chapter of NKBA c/o Barbara Shelton 5236 Redfield Court, Dunwoody, GA 30338