



908 N. 2nd Street  
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# Five Action Steps to Boost Sales & Profitability

*Presented by: Bill Lee, Lee Resources*

**THURSDAY, MAY 22, 2008**

**9:00 am - 3:30 pm**

**Bennett Supply Company  
 300 Business Center Drive  
 Cheswick, PA 15024**

**Under current market conditions this may possibly serve as one of the most beneficial seminars that you will ever have the chance to attend!**

**What We Will Cover:**

- The Profit Planning Process
- Operating Expenses Rules of Thumb
- How to Most Effectively Approach Expense Control
- Cash is King: Options to Improve Cash Flow
- Strategic Questions Owners and Managers Must Answer
- Break-Even Analysis
- How to Optimize Earnings in a Challenging Housing Market
- Three Ways to Grow Sales in Today's Marketplace
- New Profit Centers to Explore in 2008
- Introduction to Sales Management for Store Managers
- Regularly Scheduled Meetings between Store Manager and Salespeople
- Goal Setting and Follow Up
- Six-Step Prospecting Process to Attract New Customers
- Six Channels of Communication
- Opportunities Often Overlooked in Medium to Small Markets
- Rules for Dealing with Angry or Irate Customers
- Questions from Audience

***Who Should Attend?***

- Business Owners
- Customer Relationship Managers
- Financial Executives
- Yard Managers
- Store Managers

EBMDA Members Rate - \$125/pp  
 Non-Member Rate - \$225/pp

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Special Dietary Issues \_\_\_\_\_ Other Accommodations \_\_\_\_\_

Payment Enclosed (Checks payable to ESMS) \$ \_\_\_\_\_

OR PAY BY CREDIT CARD (Check one)    American Express    Discover    MC    Visa   Card Zip Code \_\_\_\_\_

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\*\*\*Please Return Form NO LATER than May 19, 2008 \*\*\*

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