

Free Morning Seminar

"How to Build Unlimited Referral Business"



Presented by Bill Cates
9:00 a.m. to 10:00 a.m.
at this Trade Mart

Compliments of your Trade Mart Exhibitors

Don't miss this dynamic, information-packed seminar featuring Bill Cates, a nationally recognized expert in sales, sales management and customer service.

As the owner of a successful publishing company, Bill brings to his seminar 14 years of print buying experience. Add to this his past experience as a customer service manager and trainer with American Airlines, and you get a speaker with a strong "buyer's perspective" who has a clear vision of how to win new customers and keep them loyal.

Bill will teach you effective ways for building a referral business. As a result, you'll have more fun marketing and selling because you'll see an unlimited supply of warm prospects, your customers will become part of your sales force, and you will increase your sales and customer loyalty.

"The speaker was very informative and highly motivational throughout the seminar."

Daryl Hinshaw, Vice President,
Alpha Commercial Printing Company,
Winston-Salem, North Carolina

"I'm new to sales and to the print broker business—all the tips were very useful."

Elizabeth Diaz, Sales Representative,
Print Source,
Tampa, Florida

"By far the best speaker that DMIA has had! I particularly liked the part about how to overcome obstacles when asking for references. It was an hour well spent!"

Vicki Zuber, General Manager,
Enterprise Document Solutions,
Greenville, SC

TradeMarts '96