

Wellborn Cabinet, Inc. Presents

SALES STRATEGIES

BY MARK RICHARDSON, CR *Best Selling Author of "How Fit Is Your Business"*

Wellborn Cabinet would like to offer you the opportunity to join us in the market's best training for your Remodeling business.

Wellborn will be hosting three live sales webinars.

Tuesday, May 26 2-3pm EST <https://attendee.gotowebinar.com/register/9214456462765437441>

Controlling the Sale

- a) Mastering the decision process
- b) Controlling the controller
- c) Setting the stage for success

Thursday, June 25 2-3pm EST <https://attendee.gotowebinar.com/register/4116620278605385473>

Selling Process vs Product

- a) People buy emotionally but rationalize their decisions logically
- b) Techniques to assist in buying rather than selling
- c) Create clients and project will follow

Thursday, July 23 2-3pm EST <https://attendee.gotowebinar.com/register/1643417305993129729>

Top 10 Kitchen & Bath Closing Techniques

- a) Mastering the power of 3
- b) Budgeting is a dialog, not an estimate
- c) Technology as your most powerful sales tool

Each Webinar will be held as a live GoToMeeting broadcast and will last 60 minutes.



Mark Richardson, CR, is an author, columnist, and business growth strategist. He is a member of the NAHB Remodeling Hall of Fame, a Fellow at Harvard University's Joint Center for Housing Studies, and was named an Ernst & Young Entrepreneur of the Year for Construction and Real Estate. He authored the best-selling books, "How Fit is Your Business" and "Fit to Grow."

Wellborn Remodeling
Alliance plus

Wellborn Cabinet, Inc.

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Contractor Business

WELLBORN
CABINET, INC.
The Essence of Cabinetry

Wellborn Remodeling Alliance *plus*

The Wellborn Remodeling Alliance Plus Program, WRAP, is empowered with more support through partnerships with your Wellborn Dealer and Wellborn Cabinet, Inc.

- Wellborn offers more plans and resources to help you grow your business by increasing sales leads and close rates which in turn increase your profits
- The program offers more marketing tools and point of sale items to get your advertising campaign going with speed and results
- The Wellborn Dealer will provide ongoing guidance and support as you jointly work to set your company apart from your competition
- With the Wellborn Cabinet brand, you have one of the most respected cabinet names in the industry for quality, service, product selection and national recognition

ACT and be a Member of this Elite Contractor Group

As a Wellborn Authorized Contractor, you become part of a select group of professional contractors to partner with us.

You receive results that come from strong partnerships including direct marketing campaigns with lead generation.

The Wellborn Authorized Contractor Logo is a Symbol of Excellence for Your Business

Upon completion of the Authorized Contractor Training (ACT), you can immediately start using this symbol of excellence in all your marketing to enhance your professional level in the kitchen and bath industry as you partner with the preferred brand in cabinets, Wellborn Cabinet. Examples of some uses for this logo: websites, business cards, truck decals, promotions, advertisements, etc.

WAC Benefits

- ACT Training and a Factory Tour - 1½ Day Extensive Training at the Wellborn Academy Training Center
- WAC Authorization
- Twenty Free Client Survey Calls for all Non-members of GuildQuality
- Contractor Coupon for Apple® iPad®, Loadable with WRAP Programs and Literature or a \$500 Rebate, Redeemable after First Purchase of 15 Cabinets or More
- Truck Decal Incentive (Value up to \$500) after Purchase of 75 Cabinets in First 12 Months of becoming Authorized
- Free Remodelers Advantage Two Day Conference, including Meals and Lodging, (Valued at \$1,000) after Purchase of 75 Cabinets in First 12 Months after becoming Authorized
- Contractor Loyalty Points Program
- Qualify to Receive a Rebate on Your RA University Fees
- CE Landing page - A Predesigned Website Landing Page Included in Your Annual Membership Fee
- Marketing Studio - Customizable Print Ads, Direct Mailers, Door Hangers, E-blast Letters, Ads
- Wellborn Authorized Contractor Locator on www.wellborn.com
- National Brand Recognition through Wellborn's National Sales Campaigns
- Press Release Announcing Your Membership in the Wellborn Remodeling Alliance Plus Program
- Contractor's Connection - A Weekly Wellborn E-blast
- Contractor's WAY - Trade site Exclusively for Authorized Contractors Marketing News and Materials,
- Advertising and Marketing Plan - Customizable Advertising
- In Home Selling Kit Valued at \$1,500 available at \$500 per Kit
- Consumer and Trade Merchandise Available for Purchase through your Wellborn Dealer
- Wide Variety of Selling Tools Available for Purchase from your Wellborn Dealer



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