

"The Best Damn Hot Tub and Pool Sales Seminar in the World!"

• Increase Sales • Bolster Profits • Overcome Objections

Discover how to double your SALES in 7 days

The Canadian Pool & Spa Conference & Expo is pleased to present one of the most exciting sales seminars available today. Targeted to the sale of hot tubs and other luxury items, this comprehensive, full day program will take you through all of the aspects of preparing for and making the sale.

Seminar Leader –Marco Longley – In his first year of retail sales in the hot tub industry, he generated almost \$2 Million in sales. Marco is a been-there, done-that type of sales professional who has seen every side of sales through his 30 years of experience. Starting in retail, he worked his way up to holding senior sales management positions with major hot tub manufacturers and has worked with sales professionals from Canada, the United States and Europe.

With an innate understanding of human nature and by focusing on how to better understand customer's needs, Marco lays out a detailed road map of the sales process and what goes on in the mind of the customer to motivate their purchase. His seminars and training guides provide a dynamic, in-depth, step-by-step method of how to work with and for your customers, from the minute they walk into your store through to the purchase of the product.

Aside from being a professional salesman, Marco is happiest in front of an audience. In addition to being a sales trainer and author, he is an award winning inventor, a highly accredited scuba diving instructor and a professional magician, and this creates a wonderfully enjoyable experience in the seminar atmosphere.



10 Reasons to Attend Marco's Seminar

1. Learn the sales closing techniques with a proven "planned" not "canned" presentation. This is a key to selling. He will help you create a road map of the crucial steps from your greeting to selling the prospect.
2. Learn how to address any objection and close more sales. Discover how objections should not be feared, but embraced as objections are buying signals and not deal breakers. Overcoming "I need to think about it" is easy if you know what to say and when and how to say it. Selling truly starts when the prospect says no.
3. Avoid the biggest mistakes salespeople make that cost them sales.
4. Use the "Three Simple Words" that will result in an immediate increase in your sales.
5. Understand the psychology of what motivates people to buy your products – "WIIFM – What's in it for me?" Discover how to tailor your presentation to your prospect's need to purchase and not your need to sell.
6. Close the sale on the prospect's first visit. Don't fall into the trap of giving your customers a brochure and hope they will be back.
7. Establish incredible credibility – why a prospect should give you the business.
8. You'll learn the importance of great follow-up, not just after the sale is made, but how to successfully address the ones you missed.
9. Discover how simple it is to make a good first impression – you may not look and act as professional as you think you do.
10. Stop telling and really start selling – it all starts with you and your discovery.

And Much More.....

FREE to Seminar Attendees

Each attendee in Marco's seminar will receive a free copy of his new sales book.

"The Ultimate Hot Tub and Pool Sales Book"
a \$29.99 value.

www.top10salesandconsulting.com

Sign up online for your Free E-Book "Overcoming Objections"



Here's What Some of His Attendees Have Said

"I remember coming out of your two-day Toronto seminar just pumped! Using your techniques, I came to work the very next day and sold a pool, a sauna, and a hot tub to three different individuals! That was the biggest sales day I ever had."

R.Z. Winnipeg

"Marco's sales techniques and training provided immediate results. Sales staff began closing twice the number of sales and were able to confidently sell not only hot tubs but any form of merchandise."

S.M. Prince George

"I have been involved in the pool and spa business for almost 30 years and have never enjoyed a professional speaker as much as I did when I attended one of Marco's sales seminars. The intensive seminar was educational, engaging and entertaining but most of all...it was fun. I highly recommend Marco's training for anyone in the industry who is seriously interested in increasing their profits."

G.W. Vancouver Island

Date: Tuesday, December 8th, 2009

Location: Sutherland Room B

Time: 8:30 a.m. to 4:30 p.m.

(includes lunch)

**Limited
Space
Available**

Member Price: \$355.00

Non-Member Price: \$395.00

Early Bird Discount \$ 30.00

(Register before October 30, 2009)

For Registration call: 1-877-292-9940

Or visit: www.poolandspaexpo.ca