



## Sales Management, Profit Planning, and Inventory Management Workshop

While many farm equipment dealerships have excellent sales managers and sales personnel, they often lack an effective sales management system – the kind necessary to direct sales managers and sales personnel for peak performance.

This workshop is for you if you want to learn...

- How to get everyone on the same page and to know the true score
- The key items and beliefs needed to consistently get good margins
- How to set goals – total company down to the individual salesperson
- A profit planning process for the sales department
- A pricing system to determine margin guidelines by product type
- How to forward forecast year-end results
- How to create an inventory plan for total department, key inventory group, or by product type
- How to define a detailed trade process

Who Should Attend?

- Owner/GM
- Sales managers
- Lead salesperson

Workshop Date, Location, and Time:

July 14-15, 2009 – Kansas City, Mo.

Day one: 8:00 a.m. – 5:00 p.m.

Day two: 8:00 a.m. – 12:00 p.m.

Let us help you focus on the systems and processes needed to develop a peak performing sales department.

Here's How to Register

Complete the attached registration form and fax to 816-561-1249.

Space is limited! Register ASAP to be assured a place in this class for you and your sales managers. You will be notified on or before June 15 of the exact location so you can make room reservations and travel arrangements. (Room reservations are the responsibility of meeting participants. Lunch on day one is included in the registration. Other meals are "on your own.")

## What Do You Get?

- A Sales Department Assessment to identify your big picture strengths and weaknesses.
- A Sales Management System to guide you toward a path of success.
- The Spader Key Expense Ratios to use as a guide in determining your financial strengths and opportunities.
- Farm Equipment Industry Trends.
- A proven Profit Planning System, both in a manual and electronic format.
- Season Trends, a tool to spread annual goals to monthly goals based on the seasonality of your business.
- The ability to project a highly accurate monthly and year-to-date profit and loss statement for your sales department.
- A system to forward forecast year-end results and know how much you are deviating from your profit plan.
- The ability to create a defined pricing policy and communicate it to your sales people to guide them toward better results.
- Inventory Management Systems to create a realistic inventory plan and the means to measure actual inventory management indicators against that plan.
- A time line of actions to better manage used inventory.
- A simple Sales Department Scoreboard to easily measure progress toward key department goals every month in a very timely manner.
- Identification of leading indicators we should be monitoring to better identify future trends.
- Spader toll-free support anytime after the workshop from a group of Spader Business Management Specialists.
- A complete set of materials and forms with access to more from Spader, if needed.
- How to get Salespeople to think like owners and mini-sales managers.
- How to get owners to think and act like Sales managers instead of owners. (They are often the worst about “giving the store away” and managing processes and systems.)



business management



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*For Farm Equipment Dealers*

July 14-15, 2009 – Kansas City, Mo.

Day One: 8:00 a.m. – 5:00 p.m. – Day Two: 8:00 a.m. – Noon

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Attendees		Pricing		Extended Price
Name	Position			
1.		1st person	\$895	
2.		2nd person	\$845	
3.		3rd person	\$795	
4.		4+	\$795 each	
			<b>Total Due</b>	

## PAYMENT METHOD

Check Enclosed    Credit Card:     Visa     MasterCard     American Express

Name as it appears on card \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Security code \_\_\_\_\_ Auth. Signature \_\_\_\_\_

### RETURN COMPLETED FORM TO:

SouthWestern Association • PO Box 419264 • Kansas City, MO 64141-6264

Or (if paying by credit card) FAX to: 816-561-1249

**REGISTRATION DEADLINE – MONDAY, JUNE 15, 2009**