

Water Treatment

SALES & MARKETING SCHOOL



Wednesday, March 20, 2013

8:00am – noon

A complimentary lunch will be provided to all attendees.

May Supply representatives will be available after lunch for additional assistance and warehouse tours.

Improve your sales and marketing strategies to increase your business!

School Agenda:

- 1. Marketing and lead generation for water conditioning sales**
 - a. Mike Heatwole and Linnette Coaker, May Supply Company*
- 2. Review of basic applications**
 - a. Ken May, May Supply Company*
- 3. In home sales presentations; the flip card approach**
 - a. Ted Cooksey, Water-Right*
- 4. In home sales presentations; the Lawrence approach**
 - a. Chris Lawrence, Viqua*

Please RSVP to 540.433-2611, or register or online at www.maysupply.com by Monday, March 18



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