



SALES BULLETIN

TO: Saratoga Spa Company Dealers

FROM: Kristine Keegan

DATE: February 7, 2020

BULLETIN NO.: 038-20

SUBJECT: 2020 SALES DRIVEN PRESENTATION & PRODUCT REVIEW

The Saratoga Spa Company is once again offering "The Saratoga Sales Driven Presentation". This Saratoga Dealer Sales Training will be conducted by Jay Ahl, Director of Sales for the Saratoga Spa Company. This year will offer a brand-new model, Exclusive Water Treatment System, New Spa Retail Financing, features and changes to the Saratoga Spa Product line. Along with focusing on delivering a professional, consistent presentation from the moment the shopper enters the store, we will also be spending time on the new product changes for 2020.

The seminar will include the accountability and responsibility of being a Sales Professional, techniques for opening the sale, handling objections, the ability to "keep the sale alive" through programs and the importance of closing the sale.

This seminar is scheduled for Wednesday March 4th & Thursday March 5th. The seminar will run from 9am – 5pm on Day 1, 9am – 2pm on Day 2. The event is located at the Saratoga Spa Company in Latham, NY. Beverages and lunch will be provided. There will be a dinner following the end of the first session.

SPACE IS EXTREMELY LIMITED, so return your registration BY FEBRUARY 14TH!! Please fill out the information below and fax your reservation to Kristine Keegan at (518) 782-0632 or email to kkeegan@saratogaspas.com. You will be contacted with confirmations and other details.

PLEASE PRINT

Company:			
Attendee Name(s):			
Date:	March 4th and March 5th, 2020		
Phone #:			
Total:	# Attendees:	@ \$199.00 each* =	Total:

33 Wade Rd • Latham, NY 12110
Phone: 518-786-1111 • Fax: 518-782-0632

(www.saratogaspas.com)

\$199.00 FEE WAIVED FOR FIRST TIME ATTENDEES*

