



**BMSA's Professional Development Series**  
**Margin Growth and Management Seminar**

**April 18, 2017**  
**Richmond, VA**

Great Leaders in the Home Channel know that to produce a Top of Class organization Gross Margins must receive constant and masterful management. Both Stock and Special Order sales contain amazing opportunities for enriching YOUR profitability by following just a handful of simple, immediately applicable best practices built upon solid principles.

In this POWERFUL one day workshop you will learn:

- ✓ *The Importance or Pricing Integrity and HOW to establish an Integrity Process within both your Stock and Special Order segments.*
- ✓ *The Dangers of Unbridled Freelance Selling and how to pull individual salespeople into ONE Potent Sales Team.*
- ✓ *The distinction between Exceptions to Pricing and complete abdication in Leadership AND how to successfully reassert Leadership into Margin Management.*
- ✓ *Successful "OLD SCHOOL" methods of enriching margins by selling FULLY into a Project of any size.*
- ✓ *How to identify the holes in YOUR Margin Management Practices and HOW to form a simple strategy to achieve unprecedented levels of success in Your Profits Plan.*

This workshop will prove to be a potent element of YOUR organizations success in 2017 and beyond. Suitable participants include Sales Managers, Top Level Salespeople, Owners and Top Level Executives from any sized organization.

**Your Instructor:**

**Ken Wilbanks** grew up working in hardware stores, cutting timber and learning about the lumber business working in small sawmills in his hometown of Dallas, Georgia. He moved into the LBM and Home Center Industry beginning with the original Home Depot stores in Atlanta, Georgia. After decades of serving the industry in Home Depot, Lowes, Ernst Home and Nursery, EBS of Maine, he began working as an Advisor, Educator and Coach Ken understands the unique challenges found in every area of this challenging business, especially the complex and rich opportunities faced by Multi-location Mixed Dealers in this time of unprecedented industry reinvention.

**SEMINAR DATE, TIME & LOCATION:**

**April 18, 2017 –Richmond, VA**

**Location of Seminar:** Hyatt Place Richmond Airport  
4401 S Laburnum Ave. Richmond, VA 23231 (p) 804-549-4865

**Class:** Tuesday April 18<sup>th</sup> – 8:00 AM – 5:00 PM

**Tuition - BMSA members:** **\$345** Per Person

**Nonmember Tuition:** **\$635** per person

*Tuition includes program and all handout materials. Transportation, meals, lodging & incidental expenses are not included.*



**Please Register  
the Following People:**

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\_\_\_\_\_  
\_\_\_\_\_

Company Information (please print)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**To register please complete & email to: [janeg@mybmsa.org](mailto:janeg@mybmsa.org)**

**Questions? Phone Susie at 800.849.1503**

**Payment Options:**

Check Enclosed       MasterCard  
 VISA       Bill Us-Members Only  
 AMEX

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Holder Billing Address & Zip Code \_\_\_\_\_

Security # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Checks should be sent to BMSA at: 3029 Senna Drive Matthews, NC 28105

**Cancellation Policy:** Any cancellation must be received 20 business days prior to the seminar. After noon on **March 29, 2017** charges are due regardless of attendance. Substitutions may be made at any time.