

Get ready to learn over 100 actionable strategies for finding, acquiring, engaging, growing and retaining business.

## WHAT IS THIS BOOTCAMP ABOUT

**SALES MASTERY: Performance Driven Selling 1.0** will provide participants the opportunity to tune up their skills to become more competitive in the new market space. The class will offer focused insights on how your client relationships can be grown; helping you identify selling opportunities to leverage.

Earn 8  
CEUs!

## BOOTCAMP BENEFITS

This bootcamp will help you broaden your perspective, ensuring you don't miss significant market opportunities. Gain tools to objectively assess each account, fostering better understanding and relationship building.

## BOOTCAMP TOPICS

**Understanding** the 8-decision points our buyers will be fixating on in 2024.

**Apply** WinBack strategies to address the concern and ensure they are loyal to you after the situation.

**Explore** where the missed and hidden client development opportunities are for greater 2024 market share growth.

## INSTRUCTOR



**Dr. Jeffrey Magee**  
CBE, CSP, CMC, PDM

Dr. Jeffrey Magee brings over three decades of Executive and Corporate Development expertise, with the last decade working on both the start-up to mature-growth market business sectors, and with differing State National Guard Adjutant Generals across America.

## KEYNOTE SPEAKERS



**Danna Stone**  
VP of Marketing  
Graybar



**Christy Tilton**  
VP U.S. Professional Trade Sales  
Signify

**Danna** and **Christy** will cover topics from agility and innovation to critical thinking and relationship building.

## WHO CAN PARTICIPATE

This bootcamp is open to **all members of NEMRA**.

## TERMS AND CONDITIONS

**When:** April 15-17

**Where:** Resorts World Las Vegas Hotel

**What:** Includes reception, two keynote speakers, LinkedIn Group and three class sessions

**Cost:** \$1,195 (*plus airfare and 2 nights hotel*)

## BOOK YOUR SPOT TODAY

Scan below to sign-up!

