

Spa Dealer Marketing Boot Camps Announced

LEARN GUERRILLA TACTICS THAT THE SPA COMPANIES DON'T TEACH YOU – NEW MARKETING BOOT CAMPS DEDICATED TO TEACHING LEADING-EDGE TECHNIQUES TO DRIVE PROSPECTS INTO YOUR SHOWROOM

In order to market and sell with strategic focus and high-powered intensity, spa dealers need expert advice and solid information regarding strategies and tactics that have been proven to work.

That's where the Spa Dealer Marketing Boot Camp can help.

SpaRetailer is pleased to sponsor the Spa Boot Camps, which are dedicated to teaching dealers leading-edge techniques to drive prospects into the showroom and help seal the deal. "Dealers need information that will help them out-smart, out-market and out-perform the competition," says David T. Wood, Publisher of *SpaRetailer*.

"Boot Camp is a rigorous two-day workshop/seminar that will help them do just that, whether the competition is the other guy down the street or luxury items like boats, plasma TVs or vacation hot-spots."

THERE'S PLENTY OF CUSTOMERS WHO WANT TO BUY SPAS

No matter what brand a dealer sells or how bad the economy is perceived to be, there are still plenty of customers willing and able to purchase big-ticket items. The problem for dealers often lies in knowing how to implement savvy marketing strategies that target these specific types of consumers, that pique their interest in spas and ultimately, that close the sale.

During Boot Camp, decision-makers such as owners, general managers and company presidents learn how to identify niche marketing opportunities,

how to shorten the sales cycle by as much as 50 percent and how to exponentially increase traffic flow and lead generation. In addition, innovative and state-of-the-art Web site and Internet marketing strategies are discussed and analyzed.

LEARN SAVVY TECHNIQUES FROM INDUSTRY EXPERTS

As the President of Street Smart Sales and Marketing, Spa Dealer Boot Camp is taught by a recognized industry expert, David Carleton. With a 30-year track record of success, Carleton has worked in the sales and marketing trenches for companies ranging from start-ups to Fortune 500s. He spent the last six years as a Vice President with a major U.S.-based spa manufacturer, and in that capacity, was responsible for developing programs that helped hundreds of dealers in thirty countries generate leads, enhance their marketing effectiveness and grow their sales numbers.

"I didn't just wake up one morning and magically know everything there is to know about effective marketing and lead generation," says Carleton. "Over many years, I've seen, learned and absorbed the best marketing practices from the best companies and industries and I've crystallized them into a seminar that will knock the socks off of spa dealers." ■

For more information, including how to register for Boot Camp and enrollment fees, call 480-367-9444 or visit SPADEALERBOOTCAMP.COM.

SPA DEALER BOOT CAMP DATES

January 14-15, 2008

BALTIMORE, MARYLAND

January 21-22, 2008

LAS VEGAS, NEVADA

January 28-29, 2008

CHICAGO, ILLINOIS

February 11-12, 2008

PITTSBURGH, PENNSYLVANIA

March 10-11, 2008

SEATTLE, WASHINGTON

March 17-18, 2008

ORLANDO, FLORIDA