



# W E B I N A R

## Increasing Your Commercial Business

**Thursday, May 8, 2008**  
**12:00 noon Pacific Time**  
**\$139 per logged on computer**

With residential construction in a slump, many building material suppliers are looking to expand their commercial sales business. Some have found success, others have found frustration. To successfully increase your commercial business, you need to understand the market differences and prepare properly. Make no mistake, selling commercial accounts is a different ballgame and not always greener pastures.

With commercial accounts, it is often a case by case situation, so to help you sort through the nuances and complexities, industry consultant Ted Garrison will lead a webinar addressing the following:

- **Evaluating whether you can compete for more commercial business.**
- **Is the grass really greener? Understanding the pluses and minuses of increasing your commercial business.**
- **What are the needs of the commercial contractor?**
- **Preparing your sales force to do business with commercial contractors.**
- **Is this the right decision for you at this time and in your specific situation?**

Webinar presenter Ted Garrison has over 25 years in the construction and real estate industries. While he has had hands-on experience on framing, trim and survey crews, most of his experience has been in management of commercial building projects such as hotels, office buildings, storage facilities and office parks. He was Director of Construction on the Pennsylvania Convention Center, Pennsylvania's largest ever non-highway public works project. Ted has co-authored four books on sales, marketing and customer service. He is a member of the National Speakers Association and has earned the association's highest designation, the Certified Speaking Professional.

### REGISTRATION

**Yes,** Please sign me up for the webinar on Thursday, May 8, 2008 at 12:00 noon Pacific Time

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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