



# Tradeshow Readiness & Selling to Different Cultures Workshop - July 12, 2018

With Randy Hnatko, Trainwest Management & Consulting

## THE WORKSHOP

This one-day workshop has been designed and tailored toward arming sales professionals with the techniques, knowledge and skills necessary to have a successful tradeshow & effectively sell to different cultures. Topics include: how to question people to qualify true leads; bonding & building rapport + reading body language; how to sell at tradeshow; negotiation strategy and how to sell to different cultures (China, Japan, Mexico, India, and Korea). There will also be a follow up 90 minute refresher webinar in August.

Trainwest Management & Consulting Inc. CEO & World-Renowned Sandler Trainer, Randy Hnatko, will teach proven strategies and tactics for today's competitive sales climate. Attendees will walk away with tools and skills for real-world success that they can apply for immediate results.

## HOW MUCH?

**GBM EXHIBITOR DISCOUNT RATE: \$50+GST PER PERSON**  
**\$40+GST PER EACH ADDITIONAL PERSON FROM THE SAME COMPANY**

**REGULAR RATE: \$125+GST PER PERSON**  
**\$115+GST PER EACH ADDITIONAL PERSON FROM THE SAME COMPANY**

## THE DETAILS

**DATE:** THURSDAY, JULY 12<sup>TH</sup>, 2018, 8:30AM TO 4:30PM (LUNCH & COFFEE ARE INCLUDED)

**LOCATION:** KPMG BUILDING - 3<sup>RD</sup> FLOOR - 8506 - 200<sup>TH</sup> STREET, LANGLEY, BC

## REGISTRATION INFORMATION

FIRST NAME (please print) \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## PAYMENT INFORMATION

MASTERCARD     VISA     CHEQUE\*

CARD NUMBER \_\_\_\_\_ EXPIRY \_\_\_\_\_

\*PLEASE MAKE ALL CHEQUES PAYABLE TO --

CARDHOLDER'S NAME \_\_\_\_\_

BC Wood Specialties Group  
200 - 9292 200 St.  
Langley, BC, V1M 3A6

CARDHOLDER'S SIGNATURE \_\_\_\_\_

To register fill out this form and fax it to 604-882-7300 or email to [rman@bcwood.com](mailto:rman@bcwood.com)