



MALSCE Webinar Series

Tips to Improve Sales and Profitability

Friday, November 22, 2019

9:00 AM - 10:00 AM EDT

Zoom Video Webinar*

This webinar will cover over 30 sales tips that will help you to better understand the sales process. It will also give you ideas on how to improve your profitability while selling your services.

Seminar Learning Objectives:

1. Learn some tips that will help you sell.
2. Understand how these tips can help improve profitability.
3. Understand more about selling.

Speaker

Robert D. Bailey, Sales Consultant

Now officially retired from Carlson Software, Robert Bailey is looking to share the sales and management expertise that he garnered from more than 40 years of experience in both land surveying equipment sales and sales team/company management. Effective selling has many components, most of which Bob's encountered over his career. As a short-term consultant, he is looking to give company sales staff a leg up and/or to help organize a new endeavor. Bob has helped companies institute and organize sales teams, develop sales training programs, and manage extensive sales and support staff, and, all the while, increasing sales consistently.

Prior to his 13 years at Carlson Software, Bob worked for Nikon Surveying starting as a sales manager and ending up as sales manager/department manager. During his tenure at Nikon, sales went from \$6 million to \$17 million per year. Bob also worked as south central sales manager and southeast regional sales manager for Lietz Company (now Sokkia). In the roles Bob achieved significant increases in sales volume and sales revenue. Bob studied engineering and land surveying at Southern Technical Institute and has an Associates of Business Management degree from The Center for Degree Studies in Scranton, PA.

** Zoom Video Webinars is a widely used webinar platform. You will hear the voice of the speaker and watch a PowerPoint and live software presentation. This technology allows for questions and answers. Webinar login information will be sent out to registrants the week of the webinar.*

Registration Information

Registration Fees: \$50/person, \$100/up to three people, \$150/up to five people for MALSCE members and \$75/person, \$150/up to three people, \$225/up to five people for non-members.

For group registrations the applicable registration fee will be determined by the membership status of the majority of registrants.

Registration Deadline: Monday, November 18, 2019. Individual webinar registrations will be accepted via fax, mail or online. Fax your registration to 617/227-6783. Mail your registration form and check (payable to "MALSCE") to: MALSCE, One Walnut Street, Boston, MA 02108. Use Visa, MasterCard or American Express to register online at <http://bit.ly/MALSCESalesWebinar>. To register online for this webinar at the MALSCE member rate, login using your MALSCE assigned username and password. If you do not know your member login information or if you need help registering call 617/227-5551. Group registrations will be accepted via fax or mail only. To register a group webinar participants, download the [MALSCE Webinar Group Registration Form](#) and follow the submission instructions. Registrations are processed on a first-come, first-served basis. No refunds will be given after the November 18, 2019 registration deadline. Registrants who fail to login to the webinar will be billed. This webinar is offered for the benefit of MALSCE members and other interested registrants. Anyone discovered viewing this webinar without having registered to do so will be billed the appropriate registration fee.

Continuing Education

This seminar is worth one professional development hour (subject to state-specific exclusions; seek clarification from appropriate state authorities). All webinar registrants will receive a certificate of participation after the webinar. Please complete the appropriate registration form with your legal name, address, and other contact information so that you will be properly identified on the certificate.

Tax Information

Expenses incurred for education undertaken to maintain and improve professional skills (including travel, meals and lodging) may be tax-deductible.

Individual Registration Form **Tips to Improve Sales and Profitability**

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Registrant Information: For group registrations, please complete and return a [Group Registration Form](#).

Name: _____
 Company (if applicable): _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____ Email: _____

Registration Fees

\$50 MALSCE Member*

* Members of, CALS, MSLS, NHLSA, NYSAPLS, RISPLS and VSLS can attend for the member rate. Please check the appropriate box below:

CALS MSLS NHLSA NYSAPLS RIPLS VSLS

\$75 Non MALSCE Member

Total Amount Enclosed

Make checks payable to "MALSCE" and mail with completed form to: MALSCE, The Engineering Center, One Walnut Street, Boston, MA 02108-3616

Or Pay with (Check one): Visa Master Card American Express

Card Name: _____
 Card Number: _____ Expiration Date: _____
 Billing Address: _____
 City: _____ State: _____ Zip: _____
 Signature: _____

- Registration is processed on a first-come, first-served basis. Registration deadline is Monday, November 18, 2019. No refunds will be given after this date. Registrants who fail to login will be billed.
- This program is worth one professional development contact hour (subject to state approval, New York excluded).
- Questions? Call 617/227-5551