

OPTIONAL SIGNAGE BOOTCAMP WORKSHOPS

IN CONJUNCTION WITH THE
SSSA CONFERENCE & EXPO

TAKE ADVANTAGE OF THIS
UNIQUE OPPORTUNITY!

SEE WHAT PEOPLE ARE
SAYING

ON THE FRONTLINE

"After attending the Make It Happen Frontline workshop, I've come away with so much invaluable knowledge and a whole new perspective of how to run certain parts of my business. As this training is fully tailored towards the signage industry, I knew this course was a must for me! Sam takes great care into listening to each participant and the individual journeys they've been on so far. I went into this training with an open mind, and came away with a brand new angle on how to approach leads as a sales consultant, not just a typical 'salesman'. Having explained where the tweaks can be made within your business from someone who has been in the game for 21 years is a refreshing and very welcoming experience. The Make It Happen Frontline course is a must - no matter what your business experience level!"

Dan Todd - Orange Quarter Ltd Director

THE ILLUMINATED SIGNAGE BOOTCAMP

"I was a little bit sceptical as I have been in the signage industry for 26 years and I firmly believed that 'you can't teach an old dog new tricks'. How wrong I was! Sam is brilliant - knowledgeable, enthusiastic, entertaining, organised and a breath of fresh air..." **Sarah Pugh - X Sign**



THE SPEAKERS

Sam Armstrong
Founder & CEO,
Make It Happen



Wendy Graves
President,
InSIGNia Wholesale



Mike Lev
VP of Industry
Relations & Innovation,
Harbinger Signs



[CLICK HERE TO
REGISTER ONLINE](#)

QUESTIONS?

EMAIL QUESTIONS TO SSSA STAFF AT:
CWELTY@EXECUTIVEOFFICE.ORG
LAUREN@EXECUTIVEOFFICE.ORG

ON THE FRONTLINE

Improve performance, efficiency, relationships and profitability

THURSDAY, SEPTEMBER 21

8:00 a.m. - 12:00 p.m.

Who is the workshop for?

On the Frontline is suitable for Business owners, Sales, Estimators and Project Managers who want to enhance and improve relationships with their clients. The workshop is designed to support those that are new to the industry as well as established professionals and companies.

The half day program gives attendees the opportunity to step back and ask:

- Do we really know what our client needs and the budget available?
- Are we providing them with our best advice and support?
- Do they understand the true value of the investment made and the importance of marketing their brand through the graphics and signage supplied?

The key fact is that we all wish to portray quality.

The Benefits

Acquiring new customers is important, but retaining existing customers is gold. This course will help delegates to develop better relationships with existing customers, with the goal of retaining loyalty and driving repeat business.

What is covered?

- How to increase sales turnover
- Increase profits
- Improve efficiency
- Create better communication
- Improve relationships
- Become the consultant
- Time management

THE ILLUMINATED SIGNAGE BOOTCAMP

A comprehensive overview of fabricated and illuminated signage

THURSDAY, SEPTEMBER 21

1:00 p.m. - 5:00 p.m.

Who is the workshop for?

The Signage Bootcamp workshop brings together corporations, companies and individuals to learn, discuss and share knowledge and ideas to benefit their business.

The course is suitable for business owners, estimators, project managers, sales, marketing and graphic designers. The workshop is designed to support those of all levels in their careers, not just new starters. The half day workshop includes demonstrations, materials, hints, tips and upsell opportunities in an educational and inspiring and fun manner.

The Benefits

Up to date knowledge of new and existing products available, ideas to enhance and improve upsell opportunities, sharing of strategies and best practices are just some of the benefits. Delegates leave enthused and inspired to implement what they have gained from the workshop.

What is covered?

- The importance of letter heights and font styles
- Sign trays and router cut and backed acrylic signage
- Built up and illuminated letters
- Monuments and UL Certification
- Fashionable Signage

PRICING:

\$250 AM OR PM OR \$450 FOR ALL DAY – MEMBERS

\$350 AM OR PM OR \$650 FOR ALL DAY – NON-MEMBERS