



DEALER MEETING AGENDA



Wednesday, February 28

- 1-5pm New Dealer Training (by invite only for new dealers)
- 1-5pm IDEA Testing
- 4-6pm Early Registration
- 7:30-9pm Meet and Greet Event

Thursday, March 1

- 7am Registration Opens
- 8am-5pm Exhibits Open
- 7-8am Breakfast
- 8-8:50 **Kickoff Meeting**
Join us for a kickoff event you won't want to miss. We will be welcoming guest speaker, John Formica as he delivers his unique and memorable program of *If Disney ran your business what would it look like?*
- 9-10am **Education Breakout 1:** (choose one of the three courses to attend below)
 - 1. Commercial Business & Service: Gateways to Growth
 - 2. How to Hire Magical People
 - 3. Capturing Customers and Winning the Deal with the C.H.I. Hub & the New DoorVisions™ Configurator
- 10:10-11:10am **Education Breakout 2:** (choose one of the three courses to attend below)
 - 1. Selling to Women: Is it really different, selling to women vs selling to men, hmm...
 - 2. I Wish I Thought of That! Field-Proven Marketing Ideas to Crush the Competition
 - 3. Understanding and Selling New Opener Technology
- 11:20am-12:20pm **Education Breakout 3:** (choose one of the three courses to attend below)
 - 1. Are you Losing Money? Identify pitfalls and opportunities to effectively price your products
 - 2. Wind Codes – Transferring Pain to Profit
 - 3. Capturing Customers and Winning the Deal with the C.H.I. Hub & the New DoorVisions Configurator
- 12:20-1:20pm **Lunch Break**

All events at the World Center Marriott unless otherwise noted.



DEALER MEETING AGENDA

Thursday, March 1

1:30-
2:30pm

Education Breakout 4: (choose one of the three courses to attend below)

1. Commercial Business & Service: Gateways to Growth
2. How to Hire Magical People
3. I Wish I Thought of That! Field-Proven Marketing Ideas to Crush the Competition

2:40-
3:40pm

Education Breakout 5: (choose one of the three courses to attend below)

1. Capturing Customers and Winning the Deal with the C.H.I. Hub & the New DoorVisions Configurator
2. Are you Losing Money? Identify pitfalls and opportunities to effectively price your products
3. Understanding and Selling New Opener Technology

3:50-
4:50pm

Education Breakout 6: (choose one of the three courses to attend below)

1. Commercial Business & Service: Gateways to Growth
2. Selling to Women: Is it really different, selling to women vs selling to men, hmm...
3. Wind Codes – Transferring Pain to Profit

6:30-10pm

Awards Dinner Event

Join us for a formal and fun dinner event as we recognize and celebrate our dealers 2017 achievements! Doors will open at 6:30 and dinner will be served at 7 o'clock.

Friday, March 2

7am

Registration Opens

8am-1pm

Exhibits Open

7-8am

Breakfast

8am-Noon

General Session

Our general session will include the latest trends in market growth and the C.H.I. outlook for 2018. This morning general session will also include our guest keynote speaker, Nancy Friedman, as she delivers a powerful and engaging workshop on customer service, brand and customer loyalty.

Noon-1pm

Lunch

1:30-3:30pm

Round Table Event – Optional

This is a networking opportunity for you to connect with other dealers in a moderated forum.

7:30-11pm

Off-Site Exclusive Event!

Join us at our off-site after hours event at **Universal Studio's Marvel Superhero Island**® We will have a street party, fantastic entertainment including superheroes to meet and greet and exclusive rights to attractions including The Amazing Adventures of Spider-Man®, The Incredible Hulk Coaster® and Doctor Doom's Fearfall®! This is an event you will NOT want to miss!!