

EIKENHOUT

would like to

invite you to the following upcoming seminar

“World Class Advancement”

or as we call it here at Eikenhout...“A Day with Dave”

Our old friend, Dave Harrison, (*Harrison Management Consultants*) speaks about modern-day selling techniques for today's residential remodeler.

WHAT YOU'LL LEARN:

- *How to close sales and become the leader in a down market!*
- *The importance of differentiation*
- *How to earn world class profits!*
- *How to prove you are different from the rest*
- *The importance of system selling*

We've held similar, very successful seminars with Dave for our Grand Rapids Market and now we'd like to make the seminar more accessible to the customers of our branches.



“World Class Advancement” Seminar

WHERE:

**Soaring Eagle Casino and Resort
Mt. Pleasant, MI**

WHEN:

**Thursday December 1, 2011
10:00 am - 3:00 pm**

There is no charge for the seminar and lunch will be provided.

Two ways to register:

- ~ Contact your local branch manager
- ~ Call or email Rachel at
1-800-225-3730, mail@eikenhout.com

Dave Harrison held two positions at GAF Materials Corporation from 1996 through 2008 – Chief Marketing Officer and Member, Board of Directors. During his ten years at GAF Materials Corporation, the company grew from \$650 million to 3 billion, and from the #5 to the #1 roofing manufacturer in North America - now bigger than the #2 and #3 competitors combined.

Dave has received various awards and recognition including “Best Strategy and Marketing Support Initiatives” from the National Roofing Contractor Association.

*To learn more about Dave Harrison go to
dharrisonconsulting.com*

EIKENHOUT

roofingsidingwindows.com

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