



# LEARN HOW TO TRAIN YOUR EMPLOYEES TO SUGGESTIVELY SELL

**ENROLL TODAY!**

## Coaching Employees to Suggestively Sell WORKSHOP!

*Well trained employees are the cornerstone of your business!  
Increase your C-Store sales one employee at a time.*



### **Discussion Topics**

- Why suggestive Selling?
- Cashiers love to Suggestively Sell

- Obstacles of Suggestive Selling
- Product Knowledge
- Bundling Products
- Keys to Suggestive Selling
- Tell them don't SELL them
- Attributes of a good leader

**SPECIAL PROMOTION**

**FREE  
REGISTRATION  
FOR ALL  
WORKSHOP  
ATTENDEES!**

Training by: **Bonnie Wells**

Location: **Chicago Marriott at Oak Brook**  
1401 W 22nd St  
Oak Brook, IL 60523

Dates: **April 11th, 2012**

Times: **Check-in: 11am-12pm**  
**Training Class: 12pm – 1pm Lunch**  
**1pm - 5pm Workshop**

**EXCLUSIVE  
EARLY BIRD  
RATE**

**REGISTER TODAY!**

*Registration fee includes lunch  
and course materials!*

**Independent C-Store Expo to follow at 2pm**

### **Class Registration**

- \$169** Early Bird Sign-Up (before March 1, 2012)
- \$199** (after March 1, 2012)

Location Name \_\_\_\_\_

Location Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Attendee (1) \_\_\_\_\_

Attendee (2) \_\_\_\_\_

Attendee (3) \_\_\_\_\_

### **Payment Options**

Please contact me to pay by credit card (Visa, MC, AMEX, and Discover accepted)

Check payment enclosed (Make check out to: Royal Buying Group, Inc.)

**Fill Out and Fax Back to 630.353.7990**

### **Bonnie Wells**

Bonnie graduated in December of 1977 with a B.S. in Business Management from Purdue University. She quit her waitress job and immediately married that gas jockey. They opened Crown Point Texaco/Firestone on May 24, 1978 as new dealers. By 1982 the opportunity to purchase the local Marathon Station came to be. By 1988 they took over another Marathon Station converting it to a Convenience Store and closed the Texaco operation. Bonnie ran the C-Store while her husband ran the Bay operation. In 1999 Bonnie started work for IJT as Special Projects



Administrator. She now is the Office Manager as well as a trainer. She uses her hands-on experience to better connect with her students. She knows that learning business management in a book is no comparison to learning it in the real world.