

Sy Mahfuz  
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# AMERA

## CONSULTING GROUP

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617.721.9232

**Take a moment to ask yourself these questions:**

- Are you losing market share because your reps are order takers, not rug specialists?
- Do your dealers often know more about your product than your reps?
- Do your reps have a difficult time building strong relationships with your dealers?
- Do your dealers sell the other guys' products and ignore yours?
- Is your product hidden in the corner while your competitors' are prominently displayed?
- Are you chasing your competition... or being chased?

If you can answer "Yes" to any of those questions, AmericasMart and MERA Consulting have an fantastic opportunity for you. We are offering a comprehensive and affordable seminar that focuses on the challenges that your sales team faces *every day*:

### **Does Selling Rugs Have You Tied Up In Nots?**

**Place:** AmericasMart, Room 4G7

**Date:** Fri., Jan.19, 2007

**Time:** 7:00-9:00 am

**Cost:** \$ 250.00 per person (10% discount for 5 or more)

Your showroom and outside sales reps ***should not miss*** this dynamic 2-hour seminar specifically designed for wholesale sales teams, scheduled so ***it won't interfere with your showroom hours.***

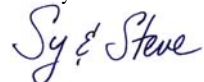
**Topics will include:**

- Keeping the romance alive
- Building great customers for life
- Dealing with issues before they become problems
- Making your reps rug specialists instead of order takers
- Making your dealers #1 and becoming #1 with them
- Partnering with retailers on promotions that work
- Getting the best locations for your products
- Under-promise and over-deliver

We have the unique perspective that comes from decades spent selling Oriental and fine area rugs at retails, working with good *and* not-so-good reps. We know from experience what it takes for your sales team to outshine your competition and ***get the sale!***

If it's time you matched the great products you bring to market with championship sales team, you cannot miss this seminar. Seating is limited to 40, so call to reserve spaces, fill in the registration form attached, and mail it to us right away. If you have any questions, please us at 603-880-7333.

See you in Atlanta!



Sy Mahfuz and Steve Boodakian



## Does Selling Rugs Have You Tied Up In Nots?

Place: AmericasMart, Room 4G7

Date: Fri., Jan.19, 2007

Time: 7:00-9:00 am

### Registration Form

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Attendees

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

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Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ Attendees x \$250 = \_\_\_\_\_ (deduct 10% for 5 or more)

Amount Enclosed: \$ \_\_\_\_\_

Mail form with check payable to: MERA Consulting Group  
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