



October 10, 2011

Dear OFDA Member,

OFDA is pleased to announce the second round of a highly successful, dealer-focused training initiative developed with guidance from our Board of Governors and other dealers who share a common need and challenge: to quickly, successfully and cost-effectively “on-board” new sales representatives. The second presentation of this new, two-day interactive workshop will be held November 16-17 at the Dallas, TX facility of one of OFDA’s members: BKM Total Office of Texas.

In late July OFDA held its inaugural ‘Dealer Boot Camp’ session – which received highly positive reviews from attendees and their dealership sponsors. We now invite you to identify 1-2 of your most promising sales/new business development team members who have joined your dealership within the past year and register them to participate. Participation will be limited to the first 15 participants who register, so we encourage you to complete the attached form today to ensure participation of your high-potential new sales team members. OFDA has reserved a hotel room block at the Marriott Courtyard closest to Dallas’ Love Field Airport, with free shuttle service, and has negotiated a special \$99/night room rate for program participants.

Debbie Junge of Junge + Associates – a highly experienced consultant with substantial sales and operations management experience in leading dealerships – will again deliver this timely workshop at a special group rate for OFDA members. She has a strong track record in working with dealerships of all sizes and using various business models to help them improve sales and other key business processes.

The program is expressly designed to fill in the significant gap between product-related training offered to dealers by their primary industry manufacturers, and training dealerships provide to new employees regarding their specific business strategies, goals, processes and policies. Debbie will share key elements of the industry’s collective “tribal knowledge” – practical information on the “who, what, where, how and why” of the industry sales process – which new sales people joining our industry typically acquire piece-meal by trial and error.

This special OFDA workshop will provide a well-structured, interactive format ideal for adult learning and a comprehensive binder that contains in-depth training information to which each participant can refer during and after the session. This approach will reinforce the learning that takes place during the workshop and help ensure its regular use when the participant returns to your dealership.

We have attached a comprehensive outline of the workshop’s content and structure to this communication. Please direct questions to me at cbates@ofdanet.org; Tel: 703.549.9040, x 100. Debbie and I look forward to your participation in this valuable workshop in November.

Chris Bates, President
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