

DOG GUARD
OUT OF SIGHT FENCING

e-newsletter



2011 Orlando Dealer Seminar

14th Annual Dog Guard Dealer Conference

Our annual Florida Sales and Marketing conference is just around the corner, so book your tickets now! This year we have some exciting speakers lined up that will boost confidence and enthusiasm for your business throughout the new year! Details regarding our guests and their topics of discussion are listed below:



Jim Kohn is a successful veteran of the hospitality industry and a Dog Guard customer. For over 15 years he has been sharing his passion for great customer service with clients all over the country. Jim's business philosophy strongly emphasizes building referrals through stronger relationships, showing appreciation and exceeding expectations to create powerful and positive word of mouth. Jim will be facilitating our meeting in Orlando through his presentation of technology and techniques for substantially growing your business in 2011.

Matt Flath is a sales training consultant who will

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Details

Where:

Buena Vista Suites
8203 World Center Dr.
Orlando, FL 32821
1-407-239-8588
1-800-537-7737

When:

Thursday February 3, 2011
(8:30 AM - 4:30 PM)

Friday February 4, 2011
(8:30 AM - 1:00 PM)

Rates:

\$109 plus 12.5% tax per room
(This includes 1 to 4 people at no extra charge)

Included at no charge:

- Wireless internet
- Transportation to and from Disney Parks

show us how to increase your sales through better closing and to build better referrals. He is an excellent closer and is very entertaining at the same time.

Dean Watkins, an architect by trade and a Dog Guard dealer in Seattle will share with us his lead generation methods with Google, Reach Local, Groupon and other media sources. Dean will also provide a snap shot of the things we plan to do here at the Home Office in order to help you grow your business overall.

Peter Gard from Explore Wisconsin will be discussing the recently updated Dog Guard website and the new dealer template. There have been many improvements made regarding our site's content and Peter will be happy to discuss these changes and answer any questions you may have.

Jim Letzelter from TechValleyWebs will talk about social media sites such as Facebook, Twitter and others that are now being used in the business world to spread awareness and increase brand recognition.

Thank you and we hope to see you in Orlando!

William F. Drew
Dog Guard

-Full American Breakfast buffet

Deadline:

Reservations must be made by **January 19, 2011** under "Sunward Electronics, Inc. / Dog Guard Fencing"

Cancellations can be made up until 48 hours in advance.

Quick Links:

[Buena Vista Suites](#)

Important Notes

Please advise Linda at 1-800-865-0495 x10 or e-mail her at imaxwell@dogguard.com whether or not you will be attending.

Each dealership represented at this meeting will receive an equipment credit to help cover travel, airfare and hotel expenses.

A \$100 deposit held by credit card or check payable to Sunward Electronics, Inc. must be received by January 25, 2010. The deposit will be forfeited if you are not in attendance. We will not charge your credit card or cash your check until after the seminar is over.

Please make your own travel arrangements. Should you need transportation to and from the airport, the hotel recommends using the Mears Shuttle located outside the baggage pick up. The cost is \$30 per person for a round trip.

We have some used trenching equipment in good shape that is available in South Florida. This equipment can be shipped directly to you. For more information call (877) 364-5881 or send an email to dogguard@fence4pets.com



**258 Broadway, Suite 202
Troy, New York 12180**

