



Get Your Motor's Running We're Going to Detroit!

The 2011 IBA Annual Business Conference titled, ***Rev Up Your Leadership Skills***, will be a dynamic event to help grow your business whether you are a Manufacturer, Distributor, or Associate Member. This conference promises to be enlightening and informative featuring a presentation and workshop on the topic of Effective Sales and Communications. Conference activities include a Manufacturers' Showcase, Associate Member Decorating Seminar, and two days of networking opportunities with industry leaders.

Renewed growth, renewed connections, and fresh business solutions are just a sampling of what you will receive by attending IBA's ***Rev Up Your Leadership Skills*** Annual Business Conference, September 19-21, 2011.

Agenda:

Monday, September 19, 2011

- Arrival Day/Check-In
- Meet and Greet Cocktail Reception

Tuesday, September 20, 2011

- IBA General Business Meeting of Members
- Effective Sales and Communication: A Two Hour Presentation by Jason Kleid*
 - Look at the buying and selling process and do so from the prospect's perspective
 - Learn how to do a better job of selling in a down economy
 - Answer the question: How we can sell value over price
 - Examine: '**How**' and '**why**' people buy
 - Learn that when selling becomes a process it ceases to be a problem
 - Of course we will also share how to close more sales
 - Discuss the salesperson's role and reason for making a sales call
- Manufacturer's Showcase for Distributors where distributors will meet one-on-one with manufacturers by appointment
- Associate Member Skill-Building Program
- Dinner/Workshop by Jason Kleid: The connection between emotional intelligence and decision making will be explained and related to performance.

Wednesday, September 21, 2011

- Manufacturer's Showcase for Distributors concludes
- Closing Luncheon

***About Jason Kleid:**

Jason is best known as a facilitator and coach. His experience in starting and growing three businesses coupled with more than 30 years of sales & marketing has contributed to his ability to help his clients overcome many of today's business challenges.

He has worked with companies in many industries, both in the US and abroad. Much of his work focuses on helping leaders transform their strengths from analog into HD. The outcome of partnering with his clients is wealth creation.

Jason has been quoted in the Star Tribune, published in trade journals, written a white paper on the sales process for Techtexil Symposium North America and continues to publish articles in columns for his client's newsletters. These articles focus on leadership, performance, enhancing communication, sales, best practice and executing winning strategies. His certifications include: Emotional Intelligence Certified Mentor, Certified Professional Behavioral Analyst (CPBA), Certified Professional Values Analyst (CPVA), and TriMetrix® HD certification, and Certified Track Selling System™ Instructor (CTSSI).

Location:

Greektown Casino Hotel

1200 St. Antoine Street

Detroit, MI 48226

Reservations: 877-424-5554

www.greektowncasinohotel.com

Special IBA rate - \$99.00 US per night - King or Dbl/Dbl

Group Code: IBA2011

To receive the IBA negotiated rate, reservations must be made by August 29, 2011.

Registration:

Registration fee of \$299 per person (before August 1) for IBA Members and \$349 per person (after August 1) includes attendance to the 2-Day Conference and all meals Tuesday, September 20, and breakfast and lunch on Wednesday, September 21. Registration will begin soon.

To become a member of the International Balloon Association [Click here for Membership information and Application form](#) or call Marty Fish, Executive Director, to verify your membership status at 866-413-7358 or 316-943-7223.