

Nationwide Learning Academy Class Descriptions

Business Services	Digital Marketing	Financial Services
General Marketing	Leadership / Human Capital	Vendor Presentations

BUSINESS SERVICES

The 7 Steps to Protection Plan Success

Chad Burris, Product Protection Program Manager, Nationwide Marketing Group
 Susie Moore, Product Protection Program Manager, Nationwide Marketing Group
 2/12/2019, 1:00 PM

Join the NMG Product Protection team as we focus on the time-tested and proven methods that we call the ‘7 Steps’. Furniture, Appliance and CE dealers who implement and follow these steps tend to be the market leaders in protection plan sales, but these methods have delivered positive results for any dealer who implements them, regardless of size, number of sales staff, volume or number of locations.

We will discuss topics such as:

- How to assign responsibility in your store
- How to set a compelling commission structure
- Which method is best for tracking sales
- How to address salespeople who simply do not produce in the profit rich add-on programs

Come hear from the NMG staff as they walk through the 7 Steps and share examples from previous dealer successes, but also come prepared to share your success stories and to hear from other retailers how they overcame struggles and emerged with product protection success.

EPIC Protect Product Protection – The EPIC Difference

Susie Moore, Product Protection Program Manager
 Chad Burris, Nationwide Marketing Group, Product Protection Program Manager
 2/10/2019, 2:00 PM
 2/13/2019, 9:15 AM

Join the NMG Product Protection team to learn more about the newly launched EPIC Protect Product Protection program powered by Centricity. In this session, we will get into the weeds on the unique features, benefits and coverage options that are exclusive only to Nationwide Marketing Group members, which include:

- Full Value limit of liability
- Coverage for functional components such as handles, knobs, racks & rollers
- \$39 Deductible plan provides you a lower cost option aimed at increasing in-store attachment rate
- Personalized terms and conditions delivered directly to the customer

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If you are looking for a way to increase customer & product satisfaction by reducing service hassles and product returns, build customer loyalty and make more money, then this is one session you must attend to THRIVE.

Furniture Protection Plan Panel Discussion

Chad Burris, Nationwide Marketing Group,
2/12/2019, 7:00 AM

Furniture dealers are invited to join industry experts in a panel discussion surrounding furniture product protection plans. Come hear from furniture warranty administrators and service providers as they answer pertinent questions facing retailers in relation to the protection plan category. As dealers face a changing retail landscape, how can they better utilize profit adding services such as protection plans to stay competitive, stay profitable, and provide a better customer experience? See what industry veterans predict for the future of furniture protection plans and how they plan to address the ever growing challenge to meet and exceed the service demands of today's consumers. The panel moderator will guide conversation and encourage questions and feedback from attending retailers. Regardless of your level of expertise or knowledge with furniture protection plans, this session promises to be an excellent learning and discussion period for all in attendance.

Back By Popular Demand: THRIVE in your Appliance Service Department - Dealer Roundtable

Mallory Parker,
Nationwide Marketing Group
2/12/2019, 8:00 AM

All self-service appliance dealers are invited to attend a repeat session of last August's most successful Prime Time NLA. There is no better way to spend 90 minutes than to be networking with fellow self-servicing dealers as you share best practices, discuss issues and trends, and hear from industry vendors. This unique session features an open mic and a dealer/vendor panel that allows attendees the freedom to set the agenda and flow of the session. Topics discussed at last year's event ranged from training techs to first call resolution to parts supply chain. Any owner or manager of a business that offers appliance service should attend this session. This is YOUR event and you only benefit if you attend. Sign up today because this session will be sold out.

THRIVE – Employee Health Insurance Options Plus a Full Human Resources Suite

Frank Sandtner, Business Consultant, CoAdvantage
Mike Stapp, Business Consultant, CoAdvantage
2/10/2019, 4:00 PM
2/13/2019, 10:30 AM

Find out how this program allows small business owners to be able to provide Fortune 500 benefits to their employees. Attend this session to learn more about Coadvantage; your "HR expert" that works as your outsourcing partner to administer payroll, benefits, workers compensation, 401k retirement planning, and core Human Resource functions. Their comprehensive service offering supports your business needs, help you maintain compliance, and allows you to return your attention to growth and business development.

Nationwide Learning Academy Class Descriptions

Thrive with Business Services While Making Money Like Never Before

Moderator Richard Weinberg; Product Protection Team Representative, Mallory Parker; Health Insurance, CoAdvantage Representative, Frank Sandtner; Business Insurance, Mallory Parker; Strategic Products and Assortments Representative, Richard Weinberg; Member Testimonials From Top Performers

2/11/2019, 12:00 PM

Experience the power of your business services programs. The ability to THRIVE PROFITABLY and offer your customers a tremendous experience is dependent on more than just products. This session will highlight a Business Services program track that shows you how NMG's Business Service offerings assist in developing profits, building and maintaining a professional sales and operations team and that assures you the resources and opportunity to deliver a tremendous consumer experience.

- We have new Epic Protect and other Product Protection Plans that are both very competitive and very profitable.
- NMG product protection provides remarkably improved customer satisfaction, unlimited revenue neutral raises for the sales staff and more than 2% NET profit on every sale.
- Thriving Profitably isn't just about the margin you earn through the sales at the front door... its also about lower operating costs of things you pay for through the purchases you make in the back office like Health Insurance for your employees and business insurance to protect your corporate investments.
- Nationwide's new Health Insurance programs through our new partner Coadvantage leverage a large pool of tens of thousands of individual employee subscribers to offer lower costs for your company and employees and aggressive employee services and benefits.
- Nationwide's new Business Insurance program is customized for you and your business and assures you have enough coverage, the correct coverage and coverage for EVERYTHING you need. Laws change and marketplace exposures are ever evolving and this session will assure you have the information and opportunity to cost effectively protect your business and yourself with today's best insurance options.
- Selling More Product Than Ever does not insure Thriving Profitability! Selling More of the right products, brands and assortments can!
- Our merchants have built new and targeted Prepare For Share, Energy Star and MP10 product assortments including special brands, models, pricing and even sell through incentives to assure an unparalleled opportunity to achieve Thriving Profitability!
- Bundling the right products, brands, models and assortments together with the right business services assures your best opportunity for Thriving Profitability, building and maintaining a professional sales and operations team and the resources to deliver a tremendous consumer experience.

Thrive with Proper Business Insurance Coverage

Mallory Parker, Nationwide Marketing Group

2/12/2019, 11:00 AM

Do you have enough coverage? Do you have the correct coverage? Do you have coverage for EVERYTHING you need? These are the common pitfalls that every dealer should aware of and concerned about. Laws change and marketplace exposures are ever evolving. It is unrealistic that anyone, except a true insurance professional, can know. Just being an agent doesn't necessarily provide that expertise and can be costly. This session will feature experts from one of the nation's largest and most successful insurance firm that excel in every area of business insurance. Every member should

Nationwide Learning Academy Class Descriptions

take a few minutes to attend this informative session and discover some of the major exposures that can be very detrimental to your business should they occur.

Digital Marketing

AdRocket Base vs. AdRocket Boost: Which is right for you?

Jim Kane, Retailer Web Services

Jodie Nesta, Retailer Web Services

2/12/2019, 8:00 AM

2/13/2019, 8:00 AM

Digital ads aren't anything new, but there is a new and better way to run them! Come learn more about the exciting new AdRocket software. In this session, you'll learn which version of AdRocket is best for you. AdRocket Base lets you run effective digital ads without any monthly fee or commitments. AdRocket Boost drives customers to your store with a totally customized digital strategy tailor made for your business. Both bring you real results with meaningful reporting along the way.

Digital 101: A Step by Step Guide of what to do and when to do it

Adam Gilbert, Retailer Web Services

2/12/2019, 8:00 AM

It seems that everyone these days is claiming to be a Digital Expert and wants to tell you what you should be doing online. But you can only do so many things at once. Come to this session to build a common-sense plan of exactly what you should do, in what order you should do it in, and how to get it done right. This class will be jargon free and focus on small actionable steps you can make quick progress on to get your store's plan successfully underway. You'll leave this session with a personalized worksheet for your business outlining next steps.

Digital Buzz: Hip or Hype?

Lauren Talicska, Site On Time

2/12/2019, 7:00 AM

The rapid pace of digital might have you scratching your head! Every day there are emerging digital marketing trends touted as "game changing". How do you know what is right for you and your business? In this course we will explore revolutionary innovations like AI, Voice Search and Virtual Showrooms. The right technologies, that offer incredible value and competitive advantages, will earn our team's "HIP" award. Those that are too early to invest in, or only offer relatively small incremental benefits at a high cost, will go on our "HYPER" list. In this fun, fast paced course we will show you what new technology can create genuine value- and what might just be hot air.

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Digital Marketing 301: Hire the RIGHT People to Support Your Digital Efforts

Jennifer Danko, Site On Time

2/11/2019, 2:00 PM

2/12/2019, 9:45 AM

Are you currently invested and engaged in a digital marketing strategy, but not sure if the strategy is working in tandem with all of your other marketing efforts? Are you looking to add more people to your team that will help bridge the gap between your digital marketing and traditional marketing? We will help you identify the key characteristics, experience and/or credentials to look for when hiring for digital marketing. We'll help you outline what this new position might look like and how it can actually pay for itself if filled with the right person.

Engage, Like, Comment: Beginner Instagram for Business

Amanda Evans, Nationwide Marketing Group

Emily Sharp, Nationwide Marketing Group

2/10/2019, 2:00 PM

2/12/2019, 8:00 AM

Across the globe, there are over 800 million Instagrammers — more than 500 million of whom use Instagram every single day, sharing more than 250 million piece of content each day. And no matter who your audience is — age, gender, occupation, anything — you'll be sure to reach them through Instagram. So the question becomes...How to promote your business on Instagram? How can you stand out among the other million's photos, videos and stories posted each day? How can non-designers and amateur photographers create beautiful content for Instagram? Let us show you how to get started from building an Instagram business page to making that first post.

Facebook 1.0 - Where do I begin?

Zach Moore, Nationwide Marketing Group

2/10/2019, 2:45 PM

2/12/2019, 9:30 AM

With over 214 million users in the US, we all need a Facebook business page. Have you wanted to start a Facebook page for your business but aren't sure where to begin? Maybe you have a page but are curious about how to manage it effectively? This introductory class is for you. We will walk you through the steps of building a Facebook business page, from making sure you are in the correct category to keeping your business information updated. Walk out with the knowledge to be able to start the page, update the information and make that first post confidently.

Facebook 2.0 - Your Facebook Business Page

Doug Marsh, Nationwide Marketing Group

2/10/2019, 3:00 PM

2/13/2019, 9:15 AM

Nationwide Learning Academy Class Descriptions

Do you already have a Facebook Business Page and some experience using it but want to get more out of it? If so, this class is for you! You know already that your customers are on Facebook, that's why you have a business page. This session will show you how to make more use of your page to reach more potential customers and how to integrate it with your other internet presences. Plus learn how Facebook Messenger for business can offer an alternative way to engage your audience, earn loyalty and improve social reach. From Best Practices to Boosting posts, leave the class better prepared to know how to utilize Facebook in your marketing strategy.

Harnessing the Power of Online Video with Exclusive Web Video from Nationwide How Nationwide's Digital Video Warehouse can supercharge your digital marketing.

Steve Bryant, Nationwide PrimeMedia

2/10/2019, 2:45 PM

Give your website and digital marketing an unfair advantage over the competition with exclusive online video from Nationwide PrimeMedia. Promotional videos, product demonstrations, technology updates, event messaging and more are available for your web design companies use at no cost or low cost. This media rich session will show you how easy it can be.

How to get customers to choose you on the web

Bo Brafford, Retailer Web Services

2/12/2019, 1:00 PM

In today's digital age, customers interact with your business on their smart phones and computers long before they ever call or come in. How well you show up, connect and build relationships during these digital interactions determines if you'll ever get the chance to win their business in person. Learn how the right Search Engine Optimization (SEO) strategy and online reviews can help you get found in the first place. Then discover what kind of content on your site moves prospects further into the purchase funnel. We'll even explore more advanced techniques that can help you learn more about your prospects, stay top of mind and demonstrate you are the best choice among all your competitors while they're deciding which store is worth visiting.

How to start using Email Marketing in the Digital World

Leon Barbachano, Allen & Petersen Cooking & Appliance Center

2/11/2019, 3:00 PM

2/12/2019, 10:45 AM

You know email marketing is important for your marketing mix, but maybe you have not yet embarked on it because you are not sure what to send or don't even know where to start. If that is the case, you won't want to miss this session! This course will answer all of the How's, Why's, What's and When's of Email marketing campaigns. After this course you will be able to begin simple Email Marketing campaigns as a part of your total marketing strategy.

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How Video Helps Your Marketing Strategies Dominate: Online, On-air and In-store

Steve Bryant, Nationwide PrimeMedia

2/10/2019, 2:00 PM

It's been said that a picture is worth a thousand words and since video delivers 30 pictures each second, its persuasive impact undeniable. In this session you'll learn the facts behind video's effectiveness and see how to take advantage of Nationwide's exclusive video assets. You'll gain a clearer understanding of the strategies that drive Nationwide's Digital Video Warehouse, Nationwide's Commercial Factory and MemberNet TV. This session has been created to establish a framework and context for the 3 sessions that follow: Harnessing the Power of Online Video; "As Seen on TV" High Impact, Low Cost, On Air Advertising; and In-store Video, Digital Marketing at the Last 3 Feet.

It's All Mobile: How the "Computer" in Your Pocket Has Changed Digital

Jennifer Danko, Site On Time Site on Time

Lauren Talicska, Site on Time

2/11/2019, 3:00 PM

More and more users are navigating the web using their mobile devices every day- is your website and digital strategy mobile minded? In this course you will learn about key features for mobile websites and how users navigate on mobile. We will also discuss email marketing for mobile, SMS and the growing role of chat on mobile websites. Find out why mobile matters and how to take a more mobile first approach as you update and maintain your digital efforts.

Let's get Social, Social Media in 2019 – An NMG Dealer Roundtable session

Doug Marsh, Nationwide Marketing Group and Leading NMG Members

2/10/2019, 4:00 PM

2/12/2019, 1:00 PM

Social media is ever-changing. Be it new platforms, different consumption habits or varied forms of communication, social media platforms are always coming up with innovative features or affordances that add different dimensions to the platforms. The question is, what platforms should I be on. While Facebook still has the most users, Instagram, Twitter and Pinterest are still in the top five of app usage in the US. This unique session led by an esteemed group of panelists from Nationwide Marketing Group's most progressive retailers will dive into those Social channels and see how our dealers are marketing on Social Media. Moderated by Doug Marsh, Nationwide Marketing Group Nationwide Marketing Group who will drive a discussion centered around the effective use of Social Media marketing techniques and examples to drive store traffic. If you want to hear about how top retailers are harnessing the reach of Facebook, Instagram and other channels, this is the must-attend session.

Let's Talk Chat! How to Use Chat to Drive Sales, An NMG Dealer Roundtable session

Jennifer Danko, Site On Time and Leading NMG Members,

2/10/2019, 3:00 PM

2/12/2019, 2:15 PM

Nationwide Learning Academy Class Descriptions

You only get one chance to make a great first impression. We know that at least 80% of consumers are visiting our website or researching online before they walk in our door. What if you could greet them and offer help when they walk into your virtual store? Chat is the perfect opportunity to make the best possible first impression. It has also proven to be a high converting sales tool. This unique session led by Jennifer Danko and an esteemed group of Nationwide Marketing Group's most progressive retailers will dive into how to set up, staff and run a successful chat strategy and how this can drive in store and online sales.

No one wants to 'Call for Best Price'. Learn the why's and how's around a winning online pricing strategy

Jim Kane, Retailer Web Services

Jose Salazar, Retailer Web Services

2/10/2019, 2:00 PM

2/12/2019, 10:45 AM

Bad news first: no one wants to call you to get your best price. Good News: with new technology you can set a really smart digital pricing strategy that updates automatically and then forget it. During this ultra-practical session you'll learn how to come up with the best strategy for your store, see real world examples from other successful retailers, and learn exactly how to set it and forget it.

What happens in Vegas stays in Vegas...but what happens in your store stays on Yelp! forever

Jon Cain, Retailer Web Services

Bo Brafford, Retailer Web Services

2/11/2019, 1:00 PM

2/12/2019, 10:45 AM

Online reviews about your store are out there and they're not going away. You can cry about them or you can turn them into one of your best marketing assets. Learn how to take control of your online reputation before it takes control of you and why it's worth every bit of the reasonable amount of effort it takes. In this session you'll learn how to: get more positive reviews written about your business, drive your overall star rating up, and turn bad reviews into something that actually drives more consumers to you.

Financial Services

\$\$ Free Money \$\$

Chris Kirk, Nationwide Marketing Group

Jason Kirk, Nationwide Marketing Group

2/11/2019, 3:00 PM

2/12/2019, 9:45 AM

Are you taking full advantage of your Nationwide Membership? Nationwide Financial Services 101 is a comprehensive overview of the financial services that are available to all Nationwide Members. Chris and Jason will review all categories

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with detailed explanation of our financial services available, vendors we partner with, how to enroll, training available, as well as on going account management and participation.

Sleep Better At Night: How to Measure & Optimize Your Business' Financial Health

Alicia Zich, Wells Fargo Commercial Distribution Finance (CDF)

2/13/2019, 8:00 AM

Ever lose sleep worrying if your business is on the right track? Join us for a hands on working session where you'll learn the key performance metrics to optimize your business' financial and operational performance. You can rest easy when you have the tools and expertise to understand how to value and manage your business for long-term success.

General Marketing

"As Seen On TV": High Impact, Low Cost, On-air Advertising The how and why of Nationwide's Exclusive Commercial Factory.

Steve Bryant, Nationwide PrimeMedia Nationwide PrimeMedia

2/10/2019, 3:30 PM

With Nationwide's low-cost, national-quality TV spots -- customized for as little as \$199 each -- your company can spend the bulk its ad budget on the ad-buy rather than video production. Whether it's broadcast, cable, on-demand or other delivery system, no advertising medium combines the impact of sight and sound quite as dramatically or persuasively as television. Learn how to drive traffic to your store by delivering your company's message on TV.

All Things Marketing – An NMG Dealer Roundtable session

Doug Marsh, Nationwide Marketing Group

Amanda Evans, Nationwide Marketing Group

2/10/2019, 2:00 PM

You want to hear about best practices from your peers? This unique session will be led by an esteemed group of panelists from Nationwide Marketing Group's most progressive retailers representing dealers in Furniture, Bedding and Appliances. It will be moderated by Amanda Evans and Doug Marsh, Nationwide Marketing Group. Nationwide Marketing Group will drive a discussion centered around the effective use of your website as well as digital and traditional marketing techniques to drive store traffic. If you want to hear about how top retailers are managing their marketing mix in the digital age, getting reviews, optimizing their websites, using tablets on their sales floors, leveraging mobile, and more, this is the must-attend session.

Are Too Many "Big Sales!" Making Your Marketing Stale - How to Grow Your Store's Brand Affinity

Lauren Talicska, Site On Time

2/13/2019, 9:15 AM

Nationwide Learning Academy Class Descriptions

Brand affinity is the highest level of customer loyalty and stretches far beyond pricing and sales. Independent retailers, like you, have great opportunity to grow your brand affinity by tapping into your personal stories and sharing the ways in which you are part of the community. The best story always wins- but some of us might need a little assistance in figuring out how to share that story. In this session we will look at ways to tap into the emotional desire to connect with others through human interest, community awareness and acts of charity.

Consumer 2019: 7 Things You MUST DO to Attract Consumer Attention!

Mike Whitaker, Nationwide PrimeMedia Nationwide PrimeMedia
2/12/2019, 8:00 AM

Would you like to reach inside the mind of potential customers in your market and learn what triggers their decisions to visit one store over another? Great news! The research is in, and the takeaways are powerful!

Nationwide PrimeMedia's Mike Whitaker shares the results of the latest primary consumer research from Nationwide Consumer Insights, and provides you with the top 7 takeaways that you must showcase to reach your maximum success in 2019! Learn how to become the most attractive option in your market to the largest group of potential customers possible with real-world, actionable takeaways that you can begin to implement as soon as you return to your business!

Furniture 101

Jerry Epperson, Mann, Armistead & Epperson
2/12/2019, 9:45 AM

There are so many categories, styles, colors, sizes and combinations of furniture that it looks complicated but all this creates an opportunity to give every American consumer a home designed and decorated 100% to their tastes. Learn some industry secrets and how to recognize and enjoy some enthusiasm about furniture!

Harnessing the Power of Online Video with Exclusive Web Video from Nationwide How Nationwide's Digital Video Warehouse can supercharge your digital marketing.

Steve Bryant, Nationwide PrimeMedia
2/10/2019, 2:45 PM

Give your website and digital marketing an unfair advantage over the competition with exclusive online video from Nationwide PrimeMedia. Promotional videos, product demonstrations, technology updates, event messaging and more are available for your web design companies use at no cost or low cost. This media rich session will show you how easy it can be.

How to WIN in Outdoor Kitchens

Trevor Taylor, VK Electronics
John Laing, Nationwide Marketing Group
2/11/2019, 2:00 PM

Nationwide Learning Academy Class Descriptions

Outdoor Living is one of the fastest growing categories in the “home” today. Fueled by a growing economy, consumers are spending more money and time outdoors as an extension of their indoor environments. This course will show how higher margins and additional dollars are available for the taking. You’ll find out how expanding your existing customer base AND getting repeat customers in your store more often are critical to a well-balanced business. Finally, you’ll learn what brands and products are best to partner with for long term success.

How Video Helps Your Marketing Strategies Dominate: Online, On-air and In-store

Steve Bryant, Nationwide PrimeMedia

2/10/2019, 2:00 PM

It’s been said that a picture is worth a thousand words and since video delivers 30 pictures each second, its persuasive impact undeniable. In this session you’ll learn the facts behind video’s effectiveness and see how to take advantage of Nationwide’s exclusive video assets. You’ll gain a clearer understanding of the strategies that drive Nationwide’s Digital Video Warehouse, Nationwide’s Commercial Factory and MemberNet TV. This session has been created to establish a framework and context for the 3 sessions that follow: Harnessing the Power of Online Video; “As Seen on TV” High Impact, Low Cost, On Air Advertising; and In-store Video, Digital Marketing at the Last 3 Feet.

In-store Video: Digital Marketing at the Last 3 Feet How MemberNetTV can make your showroom an information-rich selling zone.

Steve Bryant, Nationwide PrimeMedia

Chris Bryant, Nationwide PrimeMedia

2/10/2019, 4:15 PM

Today, in-store digital signage is no longer a novelty, it’s powerful tool for helping your team close more sales. From McDonalds to Walmart the effectiveness of dynamic in-store video is undeniable. Today, for less than the price of a coat of paint, MemberNet TV can upgrade your showroom with the persuasive and engaging power of video messaging. This media-rich session will show you how.

Mattress 101

Jerry Epperson, Mann, Armistead & Epperson

2/12/2019, 10:45 AM

Mattress 101 will be presenting the latest consumer statistics and the different ways mattress retailing is changing. We will offer not only historic insight into what has worked, but some suggestions on what we expect to prove profitable in the future. Everyone needs and healthy and comfortable mattress and Nationwide has gone to great length to give you the necessary tools to be a successful mattress retailer.

Nationwide Learning Academy Class Descriptions

Tell Your Story: How Your Company's Story Impacts EVERYTHING!

Mike Whitaker, Nationwide PrimeMedia

2/10/2019, 3:00 PM

2/12/2019, 1:00 PM

Does your company have a unique story? Family-owned? Locally focused? How about your roots? Were yours humble beginnings? Few things resonate with consumers today than a great story! However, far too many independent retailers have never told their story, and for the best story to win, it MUST be told.

An array of research shows us that consumers prefer a business that they can connect with, and one that gives them something to believe in beyond the transactional. In this session with Nationwide's Mike Whitaker, Nationwide PrimeMedia you'll be exposed to the latest data, and you'll see some of the most engaging stories told in their finest from our own industry. Learn how you too can tell your best stories, connect with more consumers than ever before, and what to do with your story once it's ready to go!

The Art of Rebranding: How to Stay Fresh, But Still Remain True

Lauren Talicska, Site On Time

Marcus Vonier

2/10/2019, 4:00 PM

2/12/2019, 2:15 PM

2/13/2019, 10:30 AM

Your brand is a huge part of who you are as a retailer- could yours use a little refresh? When done right, a rebrand can revitalize a tired brand and help to retarget consumers. In this course we will take a close look at when and why you should rebrand and the best way to make the transition successfully and without disruption to your business. We will also review recent retailers who ventured down the rebranding path and share their successes- or failures to learn from. Whether you are interested in taking a small step with a logo redesign, looking for a face-lift, or you are looking for a complete overhaul of your brand this course will give you the confidence you need to strategically update your brand.

The Last 3 Feet - Five Keys to Closing More Sales

Mike Whitaker, Nationwide PrimeMedia

2/10/2019, 2:00 PM

Your marketing is great, right? It carries a great message, engages the consumer, and soon enough, they're walking through the door of your showroom. Your company has won the privilege of being their first stop! Congratulations. However, are you doing everything you can to make sure you're also their LAST stop?

Research shows that you can increase your chances of reaching an agreement and closing the sale with more consumers when you execute on five simple experience-enhancements. These tried and true factors of the shopping experience don't require large investments, and can be implemented the day you return to your store from PrimeTime. They apply no matter the size of your business!

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Join Nationwide's Mike Whitaker on a journey into your store through the eyes of your consumer, and learn new ways to be stronger than ever in the last yard with every consumer - the last three feet!

This nation has its ups and downs; be ready for an upswing!

Jerry Epperson, Mann, Armistead & Epperson

2/12/2019, 2:15 PM

Jerry Epperson has studied the home and home furnishings since the early 1970's. As part of this work, he had a focus on consumer trends, the aging population, socio-economic factors and how this will affect the overall demand for home related products. As a result, we find that the home may be well positioned to be in a leadership role over coming decades. He will explain how from 2019 to 2034, every year will see improvements in our core demand.

You Advertising Messaging and Delivery . . . Crucial to Your Success: What do your ads really say? How are they reaching your shoppers? How can Nationwide help?

Steve Bryant, Nationwide PrimeMedia

2/12/2019, 8:00 AM

This fast-paced, media-rich session, with PrimeMedia's Steve Bryant, Nationwide PrimeMedia will share rarely discussed messaging and ad strategies used by the world's leading companies and show you how to exploit Nationwide's resources to provide your company with those same competitive advantages. From digital marketing, to television, to in-store marketing, persuasive and credible messaging is truly half the battle. With hundreds of Nationwide market-tested assets and strategies provided to Members at either no cost or low cost, you can upgrade your company's messaging quickly and efficiently.

Leadership / Human Capital

3 Things Everybody Needs So They Will Perform at Their Highest Level

Kris Kuester, Nationwide marketing Group

2/11/2019, 12:00 PM

Does your team need inspiration to do more? If so, then make plans to join Nationwide's Human Capital Expert Kris Kuester for this powerful session designed for every leader in your company.

In 1943, the great psychologist Abraham Maslow wrote "The Hierarchy of Human Needs." In his paper, he described 5 basic need levels which are still used by many professionals in the field today. However, in today's fast paced business world, 3 of those need levels have been identified as the fuel for all to perform at their highest level. In this session, Kris will share these three needs, as well as how you, as a leader, can facilitate the fulfillment of these needs in a way that will inspire your team to reach higher performance levels than ever before, leading them to produce at their true optimum level!

Nationwide Learning Academy Class Descriptions

"You're Late! Again!" A Boomer's Guide to Managing Millennials

Mike Whitaker, Nationwide PrimeMedia

2/11/2019, 12:00 PM

Millennials today make up a higher percentage of the workforce than any other generation! Isn't it time you learn how to manage these folks for maximum success?

The perception of Millennials as employees - they're late, always play on their phones, never stick around long, etc. - are a wildly inconsistent mix of truth and myth. In this session with Nationwide's Mike Whitaker, Nationwide PrimeMedia you'll learn the realities and amazing potential of well-managed Millennials, and how they can have a massive positive impact on your team. This generation is unique, to be sure, but when you learn to communicate with them and gain an understanding of what they're looking for in a career, you open the door to new levels of success and growth! Leave with key action items that will make your company stronger than ever before!

Day One: Setting up New Hires for Success

Mike Whitaker, Nationwide PrimeMedia

2/12/2019, 9:45 AM

Did you know that the first six hours on the job will play a major role in whether your new hire will stay on your team? For the majority of new employees, the success (or failure) of their first day will set the tone and time-frame for their career with your company. Winning or losing those precious first hours is critical, and in this session, Nationwide's Mike Whitaker will lead a data-driven journey through the eyes of your new team members. This session will arm you to better understand and better plan for the most important day of your new team's future! Plan to walk away ready to create the Day One that launches great careers!

Digital Marketing 301: Hire the RIGHT People to Support Your Digital Efforts

Jennifer Danko, Site On Time

2/11/2019, 2:00 PM

2/12/2019, 10:45 AM

Are you currently invested and engaged in a digital marketing strategy, but not sure if the strategy is working in tandem with all of your other marketing efforts? Are you looking to add more people to your team that will help bridge the gap between your digital marketing and traditional marketing? We will help you identify the key characteristics, experience and/or credentials to look for when hiring for digital marketing. We'll help you outline what this new position might look like and how it can actually pay for itself if filled with the right person.

Helping Others Will Help You Succeed

Kris Kuester, Nationwide Marketing Group

2/12/2019, 8:00 AM

Nationwide Learning Academy Class Descriptions

Have you ever given just because you felt compelled to give? How did you feel afterward? When you can help others succeed, you will succeed as well! It's a fact! Join Nationwide's Human Capital Expert Kris Kuester and learn how to leverage the power of giving to create a company culture of givers and change the landscape of your business for the better.

If You Didn't Work Here... How Career Pages Win or Lose the Recruiting Battle

Mike Whitaker, Nationwide PrimeMedia

2/12/2019, 10:45 AM

Finding, recruiting and retaining talent employees is critical for the success of your business. In today's competitive job market, talented candidates are more demanding and harder to attract than ever before. In this session with Nationwide's Mike Whitaker, Nationwide PrimeMedia we'll take a look at your company through the eyes of a job candidate, and we'll dive into the findings of the most recent research that shows your company's career page is often the make-or-break for your ability to hire the best. We'll also look at what makes up an effective career page, and what you can do to get ahead of the game right away! If you want the luxury of selecting from an array of talented and qualified candidates each time you hire, don't miss this session!

Knowledge is Power and Motivation is Fuel!

Mike Whitaker, Nationwide PrimeMedia

2/13/2019, 8:00 AM

Where does the "rubber meet the road" in your business? It happens in the last three feet, when a customer is face-to-face with a member of your team!

Today, extensive research shows that a well trained, knowledgeable and helpful team is a tipping point in the consumer's selection of where to shop for durable goods for the home. In this session from Nationwide's educational guru Mike Whitaker, Nationwide PrimeMedia you'll learn how the tools and content necessary to arm your team are provided as part of your Membership in Nationwide Marketing Group. You'll learn how to best tap into Nationwide's training programs and assets, all designed for your front-line team, and how leveraging these programs can make a real impact on your team.

You'll also learn some creative motivational methods shared by an array of successful Members, and you'll leave with a plan to implement these in your own business.

If one of your 2019 priorities is your team, then this session belongs on your can't-miss agenda!

Lead Them and They Will Grow!

Kris Kuester, Nationwide Marketing Group

2/13/2019, 8:00 AM

"Build it and they will come..." So says the iconic line from the movie Field of Dreams, and leadership is much the same. The difference is that real-world leadership isn't a fictional movie, but instead is a fact! Join Nationwide's Human Capital Expert Kris Kuester in this powerful session where you'll learn five things about leadership that nobody is talking about.

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These five oft-ignored areas will make your organization one that increases its production, passion and purpose. If you want to become the leader you need to be in the high speed modern business landscape, this is the session for you!

Leading Your Company's Multi-Generational Team

Steve Bryant, Nationwide PrimeMedia

2/12/2019, 9:45 AM

Steve Bryant takes the lead on a session that goes in-depth on the challenges and opportunities of your multi-generational workforce. For the first time in history, America's workplace is comprised of five generations of employees working side by side. With as many as 50 years' difference in age, these team members bring entirely different expectations to the job and are often motivated by very different priorities. Learn how these very different perspectives can impact your leadership style and how to help create an engaging workplace for everyone on your team, regardless of age.

Retail's Holy Grail: 3 Keys to Finding and Keeping Top Talent!

Mike Whitaker, Nationwide PrimeMedia

2/11/2019, 1:00 PM

Do you struggle to find and retain an unfair share of the most talented employees in your market? Would your business find increased success if you could fill your staff with above-average talent? If so, then you can't afford to miss this powerful session! Nationwide PrimeMedia's Mike Whitaker will guide you on a deep-dive into the three most influential factors that determine a company's ability to attract top talent, and how these factors greatly influence how long top talented employees stay on your team. Based on over a decade of research, these proven tactics can dramatically change your talent base. Attendees will leave this session with a step-by-step plan to become a magnet for top talent!

Turnkey Team Training - TODAY

Mike Whitaker, Nationwide PrimeMedia

2/12/2019, 2:15 PM

Today, a knowledgeable team is a top requirement of savvy consumers. While live training remains a key component of success, in today's digital world, training at the touch of a smartphone is paramount. As a Member of Nationwide Marketing Group, you have the industry's top solution at your disposal! The Nationwide Learning Academy Online contains the industry's largest library of product training on the latest products and innovations from all the top brands. Additionally, it houses scores of training programs that teach your team the best practices and skills to drive their success. All this great content lives in the fully mobile-optimized NLA online, and is backed with group-funded MemberNet Rewards Points to keep your team motivated. This is a can't-miss part of your membership in the group, and has been fueling the success of Members for over two decades!

In this session with Mike Whitaker, Nationwide PrimeMedia who leads Nationwide's educational efforts, you'll learn how your team can make the most of the Nationwide Learning Academy. You can sign your team up during the session, and have them training like never before NOW! You'll also learn how to use the full custom features of the NLA online

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(available at no charge to NMG Members) to create your own training modules with nothing more complicated than a smartphone and a content expert.

If you're looking to keep your team best-in-class, don't miss this great session and your chance to get up and running with the Nationwide Learning Academy Online TODAY!

Vendor Presentation

"There is always someone cheaper"

Keith Burrell, Protect-A-Bed

2/12/2019, 9:45 AM

"There Is Always Someone Cheaper" - Retailer driven insight and results on how developing a strategic partnership that results in maximized sales and profit will always beat the "cheaper" option.

"Why Sell Traeger?"

David Niedzielski, Traeger Grills

Glen Morris, Traeger Grills

2/11/2019, 3:00 PM

Details Coming Soon!

Bosch

Bosch Training Team

2/11/2019, 1:00 PM

Join Bosch as we learn about the Kitchen Suite feature benefits.

Breakfast with Bob, You're insight to the all new 2019 Serta, and Beautyrest Beds

Bob Muenkel, Simmons Serta Bedding

2/12/2019, 7:00 AM

Time well spent learning the ins, and outs of the new 2019 Serta, and Beautyrest products

Electrolux – So Fresh and So Clean

Electrolux Training Team

2/11/2019, 1:00 PM

By providing optimal freshness and easy access to food our new multi-door refrigerator is going to deliver an innovative and modern solution for food preservation. And our best performing dishwasher provides the ultimate cleaning and

Nationwide Learning Academy Class Descriptions

drying performance while providing time saving solutions to help your customers clean up quickly and quietly. Come check out Frigidaire's new refrigeration and dishwasher solutions.

Electrolux – Ready to Cook When You Are

Electrolux Training Team

2/11/2019, 2:00 PM

Our new wall ovens, cooktops, and front control free-standing ranges provide great-tasting results and time-saving solutions. Come see how Frigidaire is providing sleek, innovative designs to enhance your customer's cooking experience. Plus with our new Fit Promise replacement and installation will be a breeze.

GE Appliance New Product Training

Michael Earls, GE Appliances

Sarah Prazak, GE Appliances

2/11/2019, 1:00 PM

Laundry: NPI – new top load refresh, new front load, unitized, Haier laundry, training features

Dishwasher: Plastic tub, NPI SS Tub, Dry boost, 3rd rack capable, etc

Hoods – NPI discussion with training

GE Appliance New Product Training

Michael Earls, GE Appliances

Sarah Prazak, GE Appliances

2/11/2019, 3:00 PM

Refrigeration: Quad door/4 door, new top mounts (Decatur), new I series side by side, training

Cooking: Free Standing/slide-ins, key features

Built in: 3000/5000/7000 series update

KitchenAid Dishwashers and Kitchen Suites

KitchenAid Team

2/11/2019, 2:00 PM

This session, featuring KitchenAid, will focus on how to sell the entire KitchenAid suite, and will include product transitions, features and benefits, draw, step, sell merchandising strategy as well as how to maximize dealer profitability.

LG ... Bringing the Entire Package to Today's Consumers

LG Home Appliances

2/11/2019, 3:00 PM

Nationwide Learning Academy Class Descriptions

This session from LG Home Appliances will concentrate on LG's go to market strategy for 2019. This strategy is built around a streamlining of their go to market and promotional plans with a targeted focus on select kitchen packages and laundry pairs. Everything LG does from PMAP's, to fast cash, to training, to in-store materials, to conversion-based programming will focus on these three core kitchen packages and 6 core Laundry pairs.

Samsung - New Innovation and Product Launches for 2019

Samsung Training Team

2/11/2019, 2:00 PM

Learn about all the exciting innovation and new products Samsung is launching in 2019! BONUS: Find out how Samsung is leveraging its digital marketing strength to grow your business in 2019.

Speed Queen - New Enhancements for 2019

Speed Queen

2/11/2019, 2:00 PM

The Speed Queen Team will provide an update on feature enhancements for Speed Queen washers and do a roundtable discussion to share questions, answers and ideas.

What's New At Tempur+Sealy?

Tempur+Sealy

2/12/2019, 1:00 PM

Discover what's NEW in 2019 with Tempur+Sealy! There will be new product training on Tempurpedic and Stearns & Foster as well as an overview of the all new Tempur+Sealy Gallery Program & Retail Edge Program.

Whirlpool Cooking and Refrigeration Benefits

Whirlpool

2/11/2019, 1:00 PM

Features and benefits & new KitchenAid Wall Ovens. Learn about Whirlpool's industry leading connected appliances & how to maximize dealer profitability.

Whirlpool Laundry Outpaces the Industry

Whirlpool

2/11/2019, 3:00 PM

This session, focused on Whirlpool Laundry, will include product transitions, features and benefits, draw, step, sell merchandising strategy as well as how to maximize dealer profitability.