

Nationwide Learning Academy Class Descriptions

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

BUSINESS SERVICES

7 Steps to Product Protection Plan Success and Profits

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

Does your company struggle with maximizing your opportunities in product protection sales? Do you “own” the product protection sales process in your company, or do your salespeople? Join the NMG Product Protection team as we focus on the time-tested and proven methods we call the ‘7 Steps’ to major profits. Furniture, Appliance and CE dealers who implement and follow these steps tend to be the market leaders in protection plan sales, and these methods have delivered positive results for every 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.

Join the Nationwide Product Protection Team in this powerful session as they walk through the 7 Steps and share examples from previous dealer successes. You’ll also have an opportunity to share your own challenges and success stories and to hear from other retailers how they overcame struggles and emerged with product protection success. This interactive session is sure to help you sell more product protection plans and generate more profits than ever before!

EPIC Protect Product Protection – The EPIC Difference

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

Our signature product protection plan is Epic! Join Chad Burris and Susie Moore, who lead the NMG Product Protection team, to learn more about the newly launched EPIC Protect Product Protection program, powered by Centricity. In this

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session, we will dive into the weeds on the unique features, benefits and coverage options that are exclusive only to Nationwide Marketing Group members, and exclusively through EPIC Protect, which include:

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

If you are looking to increase customer & product satisfaction by reducing service hassles and product returns, build customer loyalty and make more money, then make plans to attend this powerful session and learn all the ways EPIC Protect can help your business THRIVE!

Winning in Furniture Product Protection Plans: A Nationwide Industry Panel

Chad Burris, Nationwide Marketing Group

2/12/2019, 7:00 AM

If you think the margins in furniture are already strong, add even more! All furniture dealers are encouraged to join industry experts in a panel discussion focused on furniture product protection plans. In this session, you'll hear from furniture warranty administrators and service providers as they answer pertinent questions facing retailers in relation to the protection plan category. As a dealer, you face a constantly changing retail landscape. How can you better utilize profit adding services such as protection plans to stay competitive, stay profitable, and provide a better customer experience? Come find the answers to these questions! Learn 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. Nationwide's Chad Burris will moderate the session, guiding the conversation and taking your questions and feedback. 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 – A Nationwide Dealer Roundtable

Mallory Parker, Nationwide Marketing Group

2/12/2019, 8:00 AM

All self-service appliance dealers and those considering the self-service model are invited to attend a new and evolved session of last August's most successful Prime Time NLA panel discussion! Is your company currently thriving and making money in this arena? If not, you should know that many independents are. After-Sales Service is the single biggest way to differentiate your business from all others (especially on-line retailers)! There is no better way to spend 90 minutes than to be networking and sharing ideas with fellow self-servicing dealers as you trade best practices, discuss issues and trends, and hear from industry vendors. This unique session features an open mic and a panel of revered retailers and vendors 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 can't afford to miss this session. This is YOUR event, and you only benefit if you attend. This sure-to-sell-out session will fill up fast, so register and come early!

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Employee Health Insurance Options and a Full Human Resources Suite to Help Your Business THRIVE!

Frank Sandtner, Nationwide Marketing Group

Mike Stapp, Business Consultant, CoAdvantage

2/10/2019, 3:00 PM

2/13/2019, 10:30 AM

You've been asking for help in the area of general Human Resources and behind-the-scenes operations. Your Nationwide Business Services Team has been listening! In this fast-paced session, you'll discover a program that allows any small business owner the ability 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, helps you maintain compliance, and allows you to return your attention to growth and business development. Make 2019 the year you revolutionize your HR Program and watch your business THRIVE!

How Business Services Can Help You Make Money Like Never Before: A Power-Packed Business Services Overview!

Business Services Panel 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 business services programs available through Nationwide! The ability to THRIVE PROFITABLY and offer your customers a tremendous experience is dependent on much more than just products. This session, led by the Nationwide Business Service Team, along with Member Testimonials on how these services have saved them time and money, will highlight impactful learning opportunities that will assist you in developing profits, building and maintaining a professional sales and operations team, and

Topics covered in this session will include:

- EPIC Protect Product Protection Plans: improve the customer experience, generate revenue neutral raises for the sales staff and enhance your bottom line profits!
- Business Insurance: get customization that gives you the most effective coverage you need, while adapting to changing laws and marketplace exposure. Get the information you need to best protect yourself and your business.
- CoAdvantage Health Insurance: leverage a pool of tens of thousands of individual employees to offer lower costs to your company and team on aggressive services and benefits.

Merchandising Programs: Prepare for Share, Energy Star and MP10 assortments including special brands, models, pricing and sell through incentives to assure unrivaled opportunities for profitability.

Thrive with Proper Business Insurance Coverage

Reid Robson, Lockton Affinity

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 questions that every dealer should be aware of and concerned about. Laws change, and

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marketplace exposures are ever evolving. It's unrealistic to expect anyone other than a true insurance professional to keep up with all these answers. This session will feature experts from one of the nation's largest and most successful insurance firms, who excel in every area of business insurance. Every member should attend this informative session and discover some of the major exposures that can be very detrimental to your business, should they occur, as well as the answers you need to be sure your business never suffers from inadequate or incorrect coverage.

Digital Marketing

AdRocket Base vs. AdRocket Boost: Which Digital Marketing plan 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

In the ever-changing world of marketing, 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 platform. In response to scores of dealer requests, we've gone to great lengths to simplify the process of digital marketing success. In this dynamic session, led by Jim Kane and Jodie Nesta from RWS, you'll learn which version of AdRocket is the best fit for your business. AdRocket Base lets you run effective digital ads without any monthly fee or commitments, while AdRocket Boost drives customers to your store with a totally customized digital strategy tailor made for your company. Both bring you real results with meaningful reporting along the way. The decision to use AdRocket is an easy one! Don't miss this session to get the information you need to best decide which version is the best fit to provide you with the best digital marketing results possible!

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

In marketing today, there are a wealth of "Digital Experts" dispensing advise regarding what you should be doing online. However, much of this advice is conflicting and it can, at times be overwhelming when considering all the other areas you must oversee and manage to run a successful business. The fact is, you can only do so many things at once, and in reality, not all digital marketing trends are effective in raising the success of your business. In this session, led by Adam Gilbert of RWS (a **real** digital expert!), you'll build a common-sense plan of exactly what you should do, in what order you should do it, and how to get it done right, with true digital success being the result. This class will be jargon-free and will focus on small actionable steps you can make that will yield quick progress in getting your store's digital plan successfully underway. You'll leave this session with a personalized worksheet in hand, outlining your next steps, and arming you for success. If you want to better understand the path to digital success, this is the session for you!

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Digital Buzz: Hip or Hype?

Lauren Talicska, Site On Time

2/12/2019, 7:00 AM

Does the rapid pace of all things digital have you scratching your head? If so, you're certainly not alone! Every day there are emerging digital marketing trends, and almost every new development is touted as "game changing". How do you know what's right for you and for your business? How do you know what actually works?

In this session, led by industry veteran Lauren Talicska, we'll 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 you'll gain valuable insights on what new technology can create genuine value and what might just be hot air.

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? If so, you're far from alone.

As you invest more in digital, the given is to dedicate time and investment to managing the channel. However, digital marketing is a specialized area, and not one where one can quickly and easily get up-to-speed with little or no experience. This means you'll need someone specialized if you want the best ROI on your digital dollars!

Today may well be the best time to add a person or people to your team that will help bridge the gap between your digital marketing and traditional marketing, and this is critical to maximizing your ROI on your digital spend. This session is focused on helping you identify the key characteristics, experience and credentials to look for when hiring for digital marketing. Jennifer Danko, Nationwide's VP of Technology, will help you outline what this new position might look like and how it can actually pay for itself, provided you fill the spot with the right person.

Instagram for Business 1.0: Engage, Like, and Comment:

Amanda Evans, Nationwide Marketing Group

Emily Sharp, Nationwide Marketing Group

2/10/2019, 2:45 PM

2/12/2019, 8:00 AM

Today, Instagram is home to over 800 million users — more than 500 million of whom use Instagram every single day. These users share more than 250 million pieces of content daily. And no matter who your audience is — age, gender, occupation, and so on — you'll be sure to reach them through Instagram. So, the question becomes...How can you promote your business on Instagram?

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To be effective, you'll need to stand out among the millions of photos, videos and stories posted each day. But there's great news! You don't have to be a professional designer or photographer to create compelling Instagram content. In this session with Emily Sharp and Amanda Evans, (both experienced Instagram users **and** marketers, by the way) you'll gain insights on how to be successful with Instagram. Leave with a plan to get started, complete with how to build an Instagram business profile and what to make for that very first post!

Facebook 1.0 – The Right Start with Facebook

Zach Moore, Nationwide Marketing Group

2/10/2019, 2:00 PM

2/12/2019, 9:45 AM

The rumors of Facebook's decline are vastly overstated. Today, the social media giant has over 214 million U.S. users, and the number of consumers in our primary demographic (35-54) is actually growing! To put it simply, every independent retailer needs a Facebook Business Page in order to reach as many potential customers as possible!

If you've wanted to start a Facebook Business Page for your company but aren't sure where to begin, you'll want to catch this session from Nationwide's Zach Moore! This introductory session will walk through the steps of correctly building a Facebook Business Page. We'll discuss how to select the correct category for your Page, and we'll look at what's needed to keep your business information up-to-date. You'll leave the session with the knowledge you need to start your page, update the information, and make that first post confidently. It's in no way too late to get your business on Facebook and start connecting with potential customers in your market! If you don't have a Facebook Page for your business, we'll see you at this great session!

Facebook 2.0 – Maximizing Your Facebook Business Page

Doug Marsh, Nationwide Marketing Group

2/10/2019, 3:00 PM

2/13/2019, 9:15 AM

So, your business has a Facebook Business Page, and you have some experience using it, but you're looking to really get the most from your Facebook presence? Then this **advanced level** session, led by Nationwide's Doug Marsh, is a must-see!

In this session, you'll learn how to make more use of your Page to reach more potential customers and how to integrate your Facebook activities with your other internet presences. Additionally, you'll learn how Facebook Messenger for Business can offer an alternate way to engage your audience, earn loyalty and improve your social reach. Doug will share a wealth of information, from best practices to Boosting posts, and you'll leave this session better prepared to utilize Facebook as a powerful tool in your marketing arsenal.

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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

Are you looking for every possible advantage for your website and digital marketing? Then you'll want to be in attendance as renowned marketing leader Steve Bryant unveils the latest in exclusive online video from Nationwide PrimeMedia. Nationwide understands the wide array of video necessary to succeed online, and you'll see the best in promotional videos, product demonstrations, technology updates, event messaging and scores of others. You'll also learn how easy and affordable these videos are, and the advantages of having a library of customizable content at your fingertips for use by your web design and digital marketing teams at no cost or low cost. This media-rich session will let you experience first-hand the power of great video messaging, and you'll leave ready to begin leveraging these powerful group-exclusive content assets today!

How to Get Customers to Choose You on the Web

Jon Cain, 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 opportunity to win their business in person. In this session, led by RWS digital veteran Jon Cain, learn how the right Search Engine Optimization (SEO) strategy and online reviews can help consumers find you, and can peak their interest in doing business with you.

From there, you'll discover what kind of content on your site moves prospects further into the purchase process, and we'll explore more advanced techniques that can help you learn more about your prospects, stay top of mind and demonstrate that your company is the best choice among all your competitors while your potential customers are deciding which store they'll be visiting.

Email Marketing 101: A Beginners Guide to Success

Leon Barbachano, Nationwide Marketing Group

2/11/2019, 3:00 PM

2/12/2019, 10:45 AM

Today, it's a given that email marketing is an important part of your marketing mix, but many retailers don't leverage this opportunity to their full advantage. If you've not yet integrated email marketing in your company don't worry, you're not alone! Many retailers aren't sure where to start, how to gather customer's email addresses, or just what to send once they have some email addresses on hand. If those challenges are something you're experiencing, you won't want to miss this session with retail veteran Leon Barbachano!

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In this session, you'll get the answers around the **how, why, what** and **when** of effective email marketing. Drawing on Leon's real-world experience and success in this area, you'll leave the session able to begin deploying simple Email Marketing campaigns, fully integrating them in your total marketing strategy!

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

Lauren Talicska, Site on Time

2/11/2019, 3:00 PM

Today, shoppers are more connected than ever before. More and more users are navigating the web using their mobile devices every day. Is your website and digital strategy mobile-minded? If not, you're likely missing your shot at tons of potential customers!

In this session with Site on Time's Jennifer Danko and Lauren Talicska, you'll learn about key features for mobile websites, as well as how users navigate when browsing on mobile. Also discussed will be email marketing for mobile, SMS, and the growing role of chat on mobile websites. If you're looking to win digital in 2019, then make sure to attend this dynamic session where you'll walk away fully understanding why mobile matters and how to take a more mobile-first approach as you update and maintain your digital efforts!

Let's Get Social! Winning Social Media in 2019 – A Nationwide Dealer Roundtable

Doug Marsh, Nationwide Marketing Group and NMG Members

2/10/2019, 4:00 PM

2/12/2019, 1:00 PM

Social media, an ever changing and ever growing part of our marketing (and for many, personal) lives continues to gain momentum as a powerful marketing tool. The roster of popular platforms is expanding, and these platforms are almost constantly introducing innovative features and affordances that add different dimensions to their offerings. The hottest question for retailers is, quite simply, "What platforms should my business be on?"

In this member-led panel discussion, you'll hear the answers first-hand from dealers who are winning on social media today. We'll explore the merits of Facebook, Twitter, Pinterest, and many more. This unique session will draw on the experience of an esteemed panel, featuring Nationwide Marketing Group's most progressive retailers. We'll dive into

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the most impactful social channels and learn how these dealers are marketing on each social outlet. Nationwide's Doug Marsh will lead the discussion, exploring the most effective uses of social media marketing techniques and examples to drive store traffic. If you want to win on social media in 2019, make plans to attend this dealer roundtable session, where you'll leave prepared to harness the reach of the most powerful social media platforms and drive more traffic to your store than ever before!

Let's Chat! How to Use Chat to Drive Sales, An Nationwide Dealer Roundtable

Jennifer Danko, Site On Time and NMG Members,

2/10/2019, 3:00 PM

2/12/2019, 2:15 PM

This session promises to sell out quickly and is a true PrimeTime "must see"! You only get one chance to make a great first impression, and research proves that today, our first impression with potential customer occurs with a visit to our website over 80% of the time. That's right: 8 out of 10 customers will visit your website *before* they walk in the doors of your store!

Now, every customer who walks in your store receives a warm welcome and a sincere offer of assistance, right? Of course they do. What if you could offer that same warm greeting and present that same offer of assistance when they enter your virtual store as well? Today, you can! Chat offers a perfect opportunity to make a great first impression with visitors to your website. It has also proven to be a high converting sales too!

In this session, led by digital pioneer Jennifer Danko, a panel of Nationwide Marketing Group's most progressive retailers will share how they've found success in setting chat up, as well as how they've successfully implemented chat strategies that drive both in-store traffic and online sales. If you're looking for the top website enhancement to take home from PrimeTime, make this session a top priority on your show schedule!

No One Will 'Call for Best Price'. The why and how of 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: consumers don't want to call your store to get your best price. In fact, research shows that over 75% will also immediately leave your site and move on to the competition when they're prompted to call for a best price. Good news: with new technology that's available and affordable you can put in place a smart digital pricing strategy that updates automatically! This technology allows you to set your pricing parameters and then forget it! That's really good news, as the right smart pricing strategy means you'll have more traffic coming into the store than ever before, and you'll have the free time to manage your business, even with this influx of new traffic.

This ultra-practical session, led by Retailer Web Services' Jose Salazar and Site on Time's Jennifer Danko, you'll learn how to develop the best strategy for your market and your store. You'll also see real-world examples from successful retailers, and you'll leave with all the information you need to set it and forget it!

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

Jon Cain, Retailer Web Services

2/11/2019, 1:00 PM

2/12/2019, 10:45 AM

Online reviews of your store are simply a growing reality, and they're not going away. Today, the most successful independent retailers are embracing reviews, along with the fact that consumers trust each other more than brands or retailers, and these dealers are turning online reviews into one of their best marketing assets.

In this session with RWS digital authority Jon Cain, you'll learn how to take control of your online reputation instead of letting your online reputation take control of you! You'll leave knowing why it's worth every bit of the reasonable amount of time and effort it takes to win with online reviews. Other takeaways will include proven strategies to get more positive reviews written about your business, how to drive up your overall star rating, and how to handle bad reviews in a way that actually drives more customers to your store!

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 maximizing your usage and benefits from Nationwide's financial services programs? This session, led by Nationwide's Chris and Jason Kirk, will provide you with an overview of all the financial services available to you as a member of Nationwide Marketing Group. Featured will be a review of all categories with detailed explanations of each available service, partnered vendors, the enrollment processes and requirements, the available training programs, as well as on-going account management and participation. If you're looking to add dollars to the bottom line, don't forget that net profits are driven by much more than just product margins, and this session will equip you with all the tools to add the most margin possible with Nationwide Financial Services.

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

Do you ever find yourself losing sleep worrying if your business is on the right track? If so, you'll want to join Wells Fargo CDF's Alicia Zich for this 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.

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Synchrony HOME Network

Rob Krause

Jonathan Crutcher

2/12/2019, 8:45 AM

Want access to more customers with established buying power???

Synchrony Financial is introducing an innovative program to Nationwide members that will bring thousands of retailers together to provide more opportunities for cardholders to purchase what they need for their home – The HOME Network – scheduled to launch in 2018.

Join us in this informative session to learn 1.) what is The HOME Network, including the success Synchrony has had with Networks in the Healthcare and Auto industries;

2.) the short-term and long-term benefits to a NMG member of inclusion in The HOME Network; 3.) best practices for utilizing the increased buying power included in The HOME Network, including marketing; 4.) Open dialogue and Q&A around The HOME Network concept and benefits.

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

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. Join marketing maven and PrimeMedia leader Steve Bryant to learn how to drive traffic to your store by delivering your company’s message on TV.

All Things Marketing – A NMG Dealer Roundtable session

Doug Marsh, Nationwide Marketing Group

Amanda Evans, Nationwide Marketing Group

2/10/2019, 2:00 PM

If hearing marketing best practices and the keys to marketing success direct from your peers sounds like a great investment of time, this is the one session you can’t miss! Led by a panel of highly respected dealers in the furniture, bedding and appliance spaces, this session promises to be a fast sell-out! Nationwide’s Doug Marsh and Amanda Evans will serve as moderators, driving a discussion centered on the effective use of your website as well as digital and traditional marketing techniques and strategies that are driving success and solid floor traffic. If you’re looking to learn how top retailers are managing their marketing mix today, including their strategies in digital marketing, getting online

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reviews, optimizing their websites, using tablets on their sales floors, leveraging mobile and much more, don't miss this dynamic dealer-driven 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

Brand affinity, put simply, is the highest level of customer loyalty you can earn, and it goes far beyond pricing and sales. Independent retailers, like you, have a great opportunity to grow your brand affinity by tapping into your personal stories and sharing the ways that your company is part of the community. The best story always wins, but for many retailers, a little assistance can be helpful in determining how to share that story. In this session, led by marketing thought leader Lauren Talicska, you'll be exposed to new ways you can 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

Jeff Knock, Nationwide Marketing Group

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!

In this session, Mike Whitaker and Jeff Knock share 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 "have your customers @ hello", stand out and be noticed and 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

This session, led by industry icon Jerry Epperson, will give you insight into the massive residential furniture industry, the various products in today's market, and how the industry has performed. You'll also hear Jerry's thoughts and ideas on how to succeed selling various types of 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

Are you looking for every possible advantage for your website and digital marketing? Then you'll want to be in attendance as renowned marketing leader Steve Bryant unveils the latest in exclusive online video from Nationwide

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PrimeMedia. Nationwide understands the wide array of video necessary to succeed online, and you'll see the best in promotional videos, product demonstrations, technology updates, event messaging and scores of others. You'll also learn how easy and affordable these videos are, and the advantages of having a library of customizable content at your fingertips for use by your web design and digital marketing teams at no cost or low cost. This media-rich session will let you experience first-hand the power of great video messaging, and you'll leave ready to begin leveraging these powerful group-exclusive content assets today!

How to WIN in Outdoor Kitchens

Trevor Taylor, VK Electronics

John Laing, Nationwide Marketing Group

2/11/2019, 2:00 PM

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 MemberNet TV 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 a powerful tool to help your team close more sales. From case-studies of business at all ends of the spectrum, ranging from McDonald's and WalMart to Apple and Disney, the effectiveness of dynamic in-store video is undeniable. As a member of Nationwide Marketing Group, you can transform your showroom with the persuasive and engaging power of in-store video for less than a coat of fresh paint, thanks to MemberNet TV. This media-rich session, led by PrimeMedia mastermind Steve Bryant will show you how easy and powerful it can be to turn a dull showroom into a dynamic sell room today!

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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 a healthy and comfortable mattress and Nationwide has gone to great length to give you the necessary tools to be a successful mattress retailer.

Nationwide 101

NMG Presenters

2/10/2019, 4:00 PM

Introduction to Nationwide Programs, Services & Events. This session is directed at new Members of Nationwide and PrimeTime Guests. It will include an overview of the most important Nationwide Programs & Services with a focus on how each Member can maximize the opportunities to attract more customers, increase sales volume and drive more profits to the bottom line

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

Mike Whitaker, Nationwide PrimeMedia

Jeff Knock, Nationwide Marketing Group

2/10/2019, 3:00 PM

2/12/2019, 1:00 PM

In a session, join Mike Whitaker and Jeff Knock to learn just how important it is to both have and effectively tell your best story! For the best story to win, it MUST be told, effectively!

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 more than a great story! However, while independent retailers so often have great stories to tell, many of these stories aren't known or understood-by today's consumers. For the best story to win, it MUST be told.

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

Nationwide Learning Academy Class Descriptions

The Art of Rebranding: How to Stay Fresh, While Still Remaining True

Lauren Talicska, Site On Time

Marcus Vonier, Site On Time

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 be due for a little refresh? When properly executed, a rebrand can revitalize a tired brand and help with retargeting consumers. In this session with seasoned marketing expert Lauren Talicska and Site on Time's Marcus Vonier, you'll get a close look at when and why a retailer should rebrand. Also presented will be the best paths to make the transition successfully with minimal disruption to your business. Real-world examples from retailers who recently ventured down the rebranding path will be presented with their successes – and failures – a great roadmap to learn from. Whether you're interested in taking a small step with a logo redesign, looking for a face-lift, or you're interested in a complete overhaul of your brand, this course will give you the information you need to confidently make your forward-moving decisions, resulting in a strategic and successful rebranding of your own!

The Last 3 Feet - Five Keys to Closing More Sales

Mike Whitaker, Nationwide PrimeMedia

Jeff Knock, Nationwide Marketing Group

2/10/2019, 2:00 PM

2/13/2019, 9:15 AM

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 or next stop! Congratulations. But ask yourself; 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!

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.

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.

Nationwide Learning Academy Class Descriptions

Your 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

2/11/2019, 1:00 PM

2/12/2019, 8:00 AM

In this fast-paced, media-rich session, led by PrimeMedia's Steve Bryant, you'll be exposed to the rarely discussed messaging and ad strategies used by the world's leading companies. More importantly, you'll learn how to make the most of Nationwide's considerable 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. Today, hundreds of Nationwide market-tested assets and strategies are available to Members at either no cost or low cost, allowing you to upgrade your company's messaging quickly and efficiently. You'll leave this session with more tools than ever before to drive your marketing efforts, and you'll have all the information you need to increase your success.

Google

Google 101: Reach Customers Online with Google

2/11/2019, 12:00 PM

2/12/2019, 9:45 AM

Learn how customers find your business online and how to promote your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.

Google 101: Google My Business and Maps; Are you leveraging one of the most popular and free tools from Google?

2/11/2019, 1:00 PM

2/12/2019, 2:15 PM

Explore Google My Business, a free tool for local businesses, who want to connect with customers on Google Search and Maps. Get hands-on help creating or updating your listings and learn just how important these tools are in creating the right digital profile for your business!

Google 201: Using Data to Drive Growth

2/11/2019, 2:00 PM

Learn about tools to help you collect and interpret real-time information about how customers are interacting with you online, so, you can make smarter decisions about how to reach key audiences on your budget, timeline, and terms.

Nationwide Learning Academy Class Descriptions

Google 101: Connect with Customers through Video

2/11/2019, 3:00 PM

2/12,2019, 10:45 AM

Today's consumers can watch high-quality video content whenever, and wherever they want. This creates opportunities for business owners to reimagine the role of video content in their marketing strategies. During this session, we'll introduce best practices for driving audience engagement on your YouTube Channel and creating compelling video content that promotes your products and services.

Google 201: Promote Your Business with Online Advertising

2/12/2019, 8:00 AM

2/12/2019, 1:00 PM

Learn the foundations of online advertising with Smart Campaigns in Google Ads, an ads experience designed for small businesses. We'll explore how Smart Campaigns can help your business to connect with customers online, promote special offers, and grow brand awareness.

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

2/12/2019, 7:00 AM

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!

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

Mike Whitaker, Nationwide PrimeMedia

Jeff Knock, Nationwide Marketing Group

2/11/2019, 12:00 PM

2/13/2019, 10:30 AM

Nationwide Learning Academy Class Descriptions

Today, 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? This session will arm you to do just that!

The perception of Millennials (as employees) – they're late, always fixated on their phones, never stick around long, etc. – are a wildly inconsistent mix of truth and myth. In this dynamic session, delivered from the perspective of both a millennial and baby boomer business leader, you'll learn the realities and amazing potential of well-managed Millennials, and how they can have a massive positive impact on your team. The Millennial 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! Laugh and learn with Mike Whitaker-resident Millennial and Jeff Knock-resident Boomer, all while arming your company to attract and manage the top millennial potential in your market.

Day One: Setting up New Hires for Success

Mike Whitaker, Nationwide PrimeMedia

Jeff Knock, Nationwide Marketing Group

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 led by Jeff Knock and Mike Whitaker, you'll find a data-driven journey through the eyes of your new team members. This session, from the Nationwide Executive Leadership Retreat, 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, 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? If so, you're far from alone.

As you invest more in digital, the given is to dedicate time and investment to managing the channel. However, digital marketing is a specialized area, and not one where one can quickly and easily get up-to-speed with little or no experience. This means you'll need someone specialized if you want the best ROI on your digital dollars!

Today may well be the best time to add a person or people to your team that will help bridge the gap between your digital marketing and traditional marketing, and this is critical to maximizing your ROI on your digital spend. This session is focused on helping you identify the key characteristics, experience and credentials to look for when hiring for digital marketing. Jennifer Danko, Nationwide's VP of Technology, will help you outline what this new position might look like and how it can actually pay for itself, provided you fill the spot with the right person.

Nationwide Learning Academy Class Descriptions

Helping Others Will Help You Succeed

Kris Kuester, Nationwide Marketing Group

2/12/2019, 8:00 AM

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

Jeff Knock, Nationwide Marketing Group

2/12/2019, 10:45 AM

Finding, recruiting and retaining talented 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 and Jeff Knock, 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 how and why your company's career page is often the make-or-break point 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 caring, talented and qualified candidates each time you hire, don't miss this session!

Knowledge is Power and Motivation is Fuel!

Mike Whitaker, Nationwide PrimeMedia

Jeff Knock, Nationwide Marketing Group

2/12/2019, 2:25 PM

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!

Nationwide Learning Academy Class Descriptions

Lead Them and They Will Grow!

Kris Kuester, Nationwide Marketing Group

2/10/2019, 4:00 PM

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. 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 in this 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

Jeff Knock, Nationwide Marketing Group

2/11/2019, 1:00 PM

Do you struggle to find and retain an unfair share of the most caring and 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! Mike Whitaker and Jeff Knock 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!

Mattress University

Turn "No" into "Yes" (Mattress University #1)

Bob Muenkel, Serta Simmons Bedding

2/11/2019, 1:00 PM

Nationwide Learning Academy Class Descriptions

Closing more sales is more important today than ever. Kicking off PrimeTime's Mattress University, veteran sales trainer Bob Muenkel of Serta Simmons Bedding pulls the curtain back and reveals the real reasons customers leave without a receipt. (Hint; it is not what your customers tell you.) This session teaches a simple, repeatable sales technique that consistently reveals the real obstacle and reopens the sale opportunity so you can turn NO into YES. By the time this session concludes, you'll better understand today's mattress shopper, and you'll be ready to teach Bob's proven and effective technique to your front-line team. In short, if you're ready to hear "YES" a lot more and "NO" a lot less in 2019, then this session is a can't-miss on your PrimeTime agenda!

Industry Update: The Latest Developments in the Bedding Industry (Mattress University #2)

David Perry, Executive Editor, Furniture Today

2/11/2019, 2:00 PM

Furniture Today bedding editor David Perry takes the helm of Mattress University for an in-depth look at recent marketplace changes in the bedding industry. Learn how savvy retailers can position their stores to capture available market share and attract today's shoppers. David will also guide you through the latest trends and developments from the recent Las Vegas Market, helping you better understand what these opportunities mean for you, and how you can best leverage them to drive ever-increasing success in 2019. The Mattress Industry is a big one, but with the experience and industry insight from this renowned journalist and bedding insider, you'll leave with more knowledge and a solid understanding of how to get more than your fair share of the market!

Succeeding in Business and in Life (Mattress University #3)

Jim "Mattress Mack" McIngvale

2/11/2019, 3:00 PM

Industry icon Jim "Mattress Mack" McIngvale takes the Mattress University stage to share many of the lessons learned in his storied career. In this powerful session, you'll learn Mattress Mack's tips to succeed both in business and in life. The founder and leader of perennial Top 100 Retailer Gallery Furniture, the experiences Mack will share from his forty years as a leading independent retailer and renowned philanthropist are sure to inspire, enlighten, and impact both your life and your business, no matter how large or small.

You'll learn the core philosophies with which Mack has led his team, through good times and bad, and you'll hear first-hand about his passion for his family, his business, his community and his country. An undisputed master of analog marketing, Mack will share his take on how advertising and business are changing, and how retailers must adapt to remain relevant. You'll also learn what he and his team are already doing to address these changes, stay ahead of the competition, and leverage technological advances to provide ever-enriched customer experiences.

Entrepreneur, Leader, Philanthropist, and Innovator are all terms that comfortably fit Mattress Mack. A pursuer of knowledge, on a life-long quest of learning, Mack's experiences and insights are powerful, valuable, and likely represent the most impactful hour you can invest in your business at PrimeTime!

Nationwide Learning Academy Class Descriptions

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.

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

In-Store Mattress retailing is not dead...Create a compelling in store experience for all your customers (Formerly Dream Map Diagnostics)

Brent Biermann, Xsensor

2/11/19 – 1:00 PM

Buying a mattress can be a confusing process for your customers. Today's engaged mattress shopper wants technology to take the confusion out of the purchase process. They also want the best mattress they can buy to give them a BETTER NIGHT'S SLEEP. Learn how you can differentiate from your competition by offering state of the art pressure imaging technology to create a great guest experience. By adding the Dream Map system by Xsensor you will:

1. Increase your close rate
2. Increase your average sale
3. Reduce returns

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

Whitney Trowbridge, 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

Whitney Trowbridge, 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.

Nationwide Learning Academy Class Descriptions

NEW! Start selling DirecTV, iPhones and MORE! No inventory required with AT&T! *(Formerly Learn about the AT&T Opportunity)*

Frank Rebel, Director, National Accounts, AT&T

Eric King, Director of Business Development, AT&T

2/12/2019, 2:15 PM

Come to learn about the exciting new NMG partnership with AT&T! This course will detail the program designed for NMG members to partner with AT&T, the world's largest telecommunications company.

Leather Italia – iLeather

Leather Italia

2/11/2019, 3:00 PM

More Details Coming Soon!

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

LG Home Appliances

2/11/2019, 3:00 PM

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.

Product Diversification Strategy: Increase Sales to Existing Customers with Flooring

Ron Dunn, President and CEO, Floorco - Alliance Flooring

2/11/2019, 12:00 PM

During this fast-moving session attendees will be exposed to the opportunities, hurdles, challenges and options in entering and growing this product category. Included will be projections relating to upfront costs, timeline and return on investment. We will cover some key best practices for streamlined operations and proven ways for adding sales and high margin dollars without the need of carrying inventory. Whether you are already in flooring or are considering expanding into this product category; this session will provide helpful and valuable information.

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.

Nationwide Learning Academy Class Descriptions

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 Corporation

2/11/2019, 3:00 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 Corporation

2/11/2019, 1:00 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.

"Why Sell Traeger?"

David Niedzielski, Traeger Grills

Glen Morris, Traeger Grills

2/11/2019, 3:00 PM

We will cover why selling the outdoor industries hottest and fastest growing brand is a must have in your floor set arsenal. The course will be an open discussion and presentation to engage the audience, take questions, and will also include testimonials from current Nationwide Members selling the brand.

Topics to be discussed:

- Margin & return business opportunity
- Lifestyle brand following
- Brand influence
- How to be successful with Traeger
- Current member success