

Retail Selling Solutions and Technical Service Academy



Golden Technologies is proud to offer this exciting training program for all Golden dealers and all DME dealers interested in selling and servicing Golden's products! Both programs include continental breakfast, barbecue luncheon and scooter races!

Wednesday, July 16, 2008

University Plaza and
Conference Center
3110 Olentangy River Road
Columbus, Ohio
www.universityplazaosu.com

**Registration and continental
breakfast: 8:00 a.m. to 8:30 a.m.**

Track 1: 8:30 a.m. to 4:30 p.m.

Retail Strategies and Professional Selling Solutions with Golden Technologies' Products

Program Outline: Important trends are changing the way dealers need to do business to stay successful and profitable. Participants will learn about their role as a professional home health sales consultant, and solution selling with Golden products. We will show you how to identify opportunities and present rewarding solutions to every customer that walks through your door to make the most profit possible on every Golden Technologies' sale.

Program Objectives:

- Understanding the customization options that make selling Golden's Comforter Series lift chairs more profitable
- Learn unique features, benefits and accessories of Golden's lift chairs to increase cash sales and profits
- Utilize Golden's marketing program to bring more customers to your door
- Learn why Golden's scooters are the most profitable scooters on the market
- Features, benefits and performance of Golden's power chair line
- Learn how Golden's mobility products fit into Competitive Bidding categories

Special Program

11:00 a.m. to 12:30 p.m.

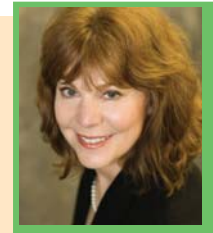
Bend & Snap: Retail Marketing Tactics That Get Attention and Customers

Colette Weil, MBA, managing director, Summit Marketing, specializes in strategic marketing and program development for clients in health care, home medical equipment, wholesale distribution and supply chain, consumer products, retailing and technology services. Her marketing expertise spans over 20 years in health care and HME markets.

Program Outline: Setting your marketing objectives is step number one. Then it's time to identify the strategies with snap tactics that will achieve your objectives, fit your budget and bring customers to your door, over and over. You'll learn provider tips and tactics in varying strategic situations.

Program Objectives:

- Setting retail marketing objectives
- Defining strategies
- Identifying tactics to achieve your objectives, get attention and customers
- Learn tips to enhance customer experience and build long term relationships



Track 2: 8:30 a.m. to 4:30 p.m.

Technical Service Academy

Program Outline: Participants will learn basic and advanced troubleshooting techniques for lift chairs, scooters and power wheelchairs. Get hands on training on lift chair scissor mechanisms, arm assembly, how to use SmartTek™ to diagnose a malfunction over the phone, and more. Scooter and power chair training includes hands on experience with unit disassembly and assembly, component replacement for dash, paddle, transaxle and more. This seminar is a must for dealers who sell and service Golden Technologies' products.

Program Objectives:

- Understanding basic troubleshooting and repair of Golden lift chairs, including SmartTek, MaxiComfort™ and scissor mechanisms
- Learning basic and advanced electronic, motor and transaxle repair of Golden's scooters and power wheelchairs

To Register:

All registrations must be received by Tuesday, July 8, 2008. No walk-ins will be accepted. Price includes continental breakfast, lunch, seminar materials and certificate of completion. This form must be completed in its entirety. You will receive a confirmation by email that your registration has been received.

Company Name: _____	Please check a track for each attendee	
Golden Account Number: _____	Track 1	Track 2
Name(s) _____	Retail	Technical
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
Fax Number: _____		
Phone Number: _____		
Email address: _____		

We accept payment in advance by check, money order or credit card. Please make checks payable to Golden Technologies. We will also bill your Golden account if you select that payment option.

Fee: \$39.95 per person

Payment enclosed (check/money order)

Bill my account # _____

Visa/MasterCard # _____

exp. date _____

Name as it appears on the card: _____

Billing address: _____

Signature _____

Please mail or fax completed registration form to Golden Technologies, Attention Patricia O'Brien, 401 Bridge Street, Old Forge, PA 18518. **Fax: 570-451-3731**

Cancellations will be allowed up to 7 days prior to the seminar. If a cancellation is made on or after July 8, your account will be billed for the full amount of the seminar for each person registered to attend from your organization.

Use of Likeness

Throughout the course of this seminar, photographs and video may be taken for use in our promotional materials, including our website. By registering to attend this seminar, you are providing your consent for the use of your image or likeness in these materials.