

Industry Newcomer Track	The following are suggestions of workshops you may want to consider if you are new to the industry and are having trouble deciding what to attend. This should be viewed as guide and we strongly encourage you to look at the complete listing of workshops to ensure you don't miss any you want to attend.
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<u>Manager/Owner</u>	
<u>Saturday, March 15</u>	
1:00pm-2:00pm	Premium Products in a Mass Market
2:30pm-3:30pm	Cash Flow Management: How to Have the Money When the Bill Comes Due
4:00pm-5:00pm	Staffing: Sifting through the Stack
<u>Sunday, March 16</u>	
8:00am-9:00am	M.E. Source – It's All for You
9:30am-10:30am	Hit the Reset Button
11:00am-12:00pm	Acoustics Power Session Part 3: Management
<u>Monday, March 17</u>	
8:00am-9:00am	Acoustic Power Session Part 4: The Wrap-Up or QuickBooks® Training for Beginners
9:30am-10:30am	QuickBooks® Training for Intermediate Users or Image is Everything
11:00am-12:00pm	Financing for the Future or MERA Sales & Scheduling – Real Solutions for Retailers
<u>Tuesday, March 18</u>	
8:00am-9:00am	Cash Flow Management: How to Have the Money When the Bill Comes Due
9:30am-10:30am	Shopping for Savings
11:00am-12:00pm	Benefit from Consumer Financing Programs

<u>Sales/Marketing</u>	
<u>Saturday, March 15</u>	
1:00pm-5:00pm	School of Sound (This is a 4 hour workshop)
<u>Sunday, March 16</u>	
8:00am-9:00am	Time is Money: Helping Your Customers Understand
9:30am-10:30am	Acoustics Power Session Part 2: Sales
11:00am-12:00pm	Selling Total Solutions to Your Customer
<u>Monday, March 17</u>	
8:00am-9:00am	Acoustic Power Session Part 4: The Wrap-Up or Charting a Course for Marine Sales
9:30am-10:30am	Retail Revolution
11:00am-12:00pm	The Specialist Advantage
<u>Tuesday, March 18</u>	
8:00am-9:00am	The Art of Advertising
9:30am-10:30am	Overcoming Objections
11:00am-12:00pm	Adaptable Sales Techniques

<u>Installation Technicians</u>	
<u>Saturday, March 15</u>	
1:00pm-5:00pm	School of Sound (This is a 4 hour workshop)
<u>Sunday, March 16</u>	
8:00am-9:00am	Acoustics Power Session Part 1: Installation
9:30am-10:30am	Installation IQ: Getting the Job Done Right
11:00am-12:00pm	Understanding Integration with Automotive Networks
<u>Monday, March 17</u>	
8:00am-12:00pm	Remote Start and Security Install Techniques (This is a 4 hour workshop)
<u>Tuesday, March 18</u>	
8:00am-12:00pm	Custom Integration Solutions (This is a 4 hour workshop)