



LUNCHEON/ SEMINAR & BOARD MEETING

WEDNESDAY, FEBRUARY 21st

Hilton Garden Inn

1787b Airport Road
Allentown, PA 18109
(610) 443-1400

FOR ALL MEMBERS
FREE

10:00 am to 3:00 pm

PROMOTING SALES INSIDE THE CENTER
by Gerald Morrow

Opportunities come to a center every day, from inbound calls to customers on the premises. You will learn how to maximize inside sales opportunities by matching products to guests. Course Lessons and Objectives:

- Understanding the Importance of Product Knowledge.
- Define what "inside sales means.
- Recognize who is responsible for inside sales.
- State the benefits of product knowledge.
- Match your center's products to your guests.
- Understand the features of your center's products.
- Share the benefits of your center's products with guests.
- Promote the right products to the right guest.



REGISTER ONLINE AT PABOWLING.COM



BOWLING PROPRIETORS' ASSOCIATION OF
PENNSYLVANIA

BPAP Seminar and Board Meeting Schedule of Events

TUESDAY, FEBRUARY 20

6:00 pm – 9:00 pm

BPAP Dinner @ ICHIBAN Japanese Steak House
1914 CATASAUQUA ROAD ALLENTOWN, PA 18109 - Phone: (610) 266-7781

WEDNESDAY, FEBRUARY 21

10:00 am – Noon

BPAP Board of Directors Meeting - *(All welcome to attend)*

Noon – 1:00 pm

FREE Buffet Lunch

1:00 pm – 3:00 pm

Seminar – Gerald Morrow – PROMOTING SALES INSIDE THE CENTER

(Schedule and Speakers are Tentative and Subject to Change at any time)



DINNER ON US!

Come join us for dinner and some great conversations with your fellow proprietors on Tuesday, February 20 @ Ichiban Japanese Steak House. RSVP with Chris @ chris@bpaa.com.

HOST HOTEL

Call Chris Gallas to book your room no later than February 1, 2018!

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Allentown, PA 18109
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\$139.00 per night rate