

Need to sell more products?

Then give dealers and staff a reason to sell them.

Every January we help companies help dealers and staff learn more about your products. But, more importantly, together we help teach them how best to sell those products in today's hyper-competitive environment.

BRAIN's annual Sales & Training Guide has become a staple of sound selling advice coupled with a strong sales message. Think of the Guide as a one-two punch that owners and managers keep year-round as they re-train and hire new staff.

Net price: **\$3,350**
Close date: **Friday, Dec. 6**
Material for editorial content due: **Monday, Dec. 9**
Creative due: **Thursday, Dec. 13**
Trim size: **10.25" x 11.875"**

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Here's what you need to know:

Get a tabloid spread (two full pages) in the January issue of Bicycle Retailer & Industry News.

- Get two full pages, what we call a tabloid spread, in BRAIN's January issue.
- The right-hand page delivers an advertising message, while the left-hand pages delivers key tips on how best to merchandise and sell your products.
- We deliver the January issue to more than 7,000 dealers, managers and staff in the U.S. and Canada. We do that in a variety of ways:
 1. We print and mail the Guide with the January issue to reach your customers promptly as the New Year begins.
 2. We email a digital version of the January issue containing the Guide to approximately 5,000 verified email addresses.
 3. We again email the Guide to our retail list in February and March as the selling season gets underway.
 4. We put the Guide on our website with a link and actively promote it throughout the year. As a PDF, it's easy to download.

We offer you several options when putting together material for the Guide.

- You can supply a traditional advertising message on a right-hand page and a "How to Sell" message on the left.
- You can design and integrate your sales message and promotion taking advantage of a two-page spread.
- You can supply the advertising message and then send us your "How to Sell" strategies and we edit and design the page for you.