

# SALES TRAINING GUIDE 2022

**Need to sell more products?**

**Give dealers and staff a reason to prioritize your brand!**



Every spring we help companies support dealers and staff learn more about your products. Together we educate them on how best to sell products in today's hypercompetitive 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: **Wednesday, Dec 29th**

Material for editorial content due: **Tuesday, Jan. 4th**

Creative due: **Wednesday, Jan. 12th**

Trim size: **10.25" x 11.875"**

Send materials to  
**Ron Bertola at [rbertola@outsideinc.com](mailto:rbertola@outsideinc.com)**

## Here's what you need to know:

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

- Get two full pages, what we call a tabloid spread, in *BRAIN's* February issue.
- The right-hand page delivers an advertising message, while the left-hand page delivers key tips on how best to merchandise and sell your products.
- We deliver the February issue to more than 8,000 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 February issue to reach your customers promptly as the New Year begins.
  2. We email a digital version of the February issue containing the Guide to approximately 5,200 verified email addresses.
  3. We again email the Guide to our retail list in March and April 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 and reference.

### Let us help you with your creative needs by providing different options.

- You can supply a traditional ad 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.

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