

2018 MIDWEST PAWNBROKERS CONVENTION

SEMINARS

TITLE: THE PSYCHOLOGY OF SALES!

DESCRIPTION: Brad Huisken will lead participants through a fun and motivational seminar on the psychology of sales. Brad will discuss what customers are thinking when they enter a pawn shop for the first time along with their subconscious thoughts. In addition, Mr. Huisken will detail the real goal of a sales presentation and the three types of customers that come into a jewelry store and how to maximize each potential customer type. Most salespeople believe that the goal of a sales presentation is to make a sale, when in reality making a sale is only half of the job. The real goal is to get them to come back repeatedly. When a customer comes into a pawn shop today, they are not looking for money or merchandise, they are looking for a place and a person from whom to get the money or merchandise. Therefore, Mr. Huisken will detail how to sell the store during the selling process.

PRESENTER: BRAD HUISKEN - IAS TRAINING

SEMINAR DATE AND TIME: MAY 19, 2018, 8:00 a.m. to 9:00 a.m., 1 CEU

TITLE: PSYCHOLOGY IN THE WORKPLACE

DESCRIPTION: David has been active in the retail and pawn industries since 1964 and has served as an officer of three successful pawn chains: Value Pawn, La Familia Pawn and Premier Pawn during that time. The first twenty-five years of his career were spent as a Director of Human Resources for Sears working in several southeastern divisions and Sears Headquarters in Chicago. He was a founding partner of Initiative Consulting, LLC, a Winter Park, Florida, based firm that specialized in performance engineering for a wide range of businesses and industries. The firm has been sold to Smart Financial Enterprises, LLC, and currently has a practice serving clients throughout the US. The current client base includes fine jewelry stores, furniture stores, and a wide range of specialty finance operators.

PRESENTER: DAVID JOHNS: VP Human Resources, Smart Financial Enterprises, LLC, Winter Park, Florida

SEMINAR DATE AND TIME: MAY 19, 2018, 10:00 a.m. to 11:00 a.m., 1 CEU

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TITLE: ASK A PAWNBROKER

DESCRIPTION: State president will field and answer all questions from attending pawnbrokers. He will give his advice on how to handle/resolve pawn situations based on his many years of experience.

PRESENTER: GREG ENGSTROM, President of the Indiana Pawnbrokers Association and Charter Member, also served on the Board of Directors of the National Pawnbrokers Association for 11 years. He is the founder and President of AmeriPawn, Inc. (a chain of 4 pawnshops), 2 jewelry stores, a furniture store, and is a licensed Indiana auctioneer. After starting out as a coin dealer in 1975, Greg has attended and also taught many seminars to pawnbrokers all over the country.

SEMINAR DATE AND TIME: MAY 20, 2018, 8:00 a.m. to 9:00 a.m., 1 CEU

TITLE: CONCIERGE SERVICE

DESCRIPTION: This seminar will be based on the next levels of concierge service. See why stores with bright friendly happy smiling people in them just do better than the other guy. High level customer service techniques you do not wanna miss !!

PRESENTER: JERRY WHITEHEAD

Jerry Whitehead is the founder and creator of the Pawnshop Consulting Group. Today the group has serviced more than 500 clients in more than 40 countries worldwide in the past decade. Jerry is a second generation pawnbroker who has been active in the industry for more than 40 years and his family has been active in the industry for more than 50 years.

SEMINAR DATE AND TIME: MAY 19, 2018, 4:00 p.m.to 5:00 p.m., 1 CEU

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TITLE: MOBILE PAWN OR DIE: HOW WILL YOUR STORE SURVIVE?

DESCRIPTION: Learn how to provide a new interactive and mobile experience to your customers.

PRESENTER: STEVE MACK, Pawnbroker (SuperPawn) turned software developer

SEMINAR DATE AND TIME: MAY 19, 2018, 11:00 a.m. to 12:00 p.m., 1 CEU

TITLE: FROM ROOKIE TO VET IN THE PAWN BIZ

DESCRIPTION: Jamie Smith will take attending pawnbrokers from becoming a new pawnbroker through the many learning problems they will experience in marketing strategy and tactics and how to handle them to become a profitable pawnbroker with very satisfied customers.

PRESENTER: JAMIE SMITH, PRESIDENT, ALLIED PAWN & JEWELRY,
DUBUQUE, IA

SEMINAR DATE AND TIME: MAY 19, 2018, 9:00 a.m. to 10:00 a.m.

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TITLE: THIS INDUSTRY HAS CHANGED. HAVE YOU?

DESCRIPTION: -Show statistics about how many pawn shops have gone out of business in recent years.

- Talk about the mergers and sales of big players.
- Give them the details about what was in style in 1998-2006.
- Show them what is popular now and how different it is.
- Talk about the banking industry and their lack of love for us lately.
- Talk about online sales and their impact on us.
- Talk about the future of the business and its forecast from our perspective.

PRESENTER: VERNON STADING

SEMINAR DATE AND TIME: MAY 19, 2018, 10:00 a.m. to 11:00 a.m.

TITLE: USING SOCIAL MEDIA TO BRAND AND EXPAND YOUR BUSINESS

DESCRIPTION: In this presentation, social media experts Emilee Adamson and Drew Jasminski will walk you through all that social media has to offer for marketing purposes.

PRESENTERS: DIANE del VECCHIO AND HER TEAM

SEMINAR DATE AND TIME: MAY 19, 2018, 9:00 a.m. to 10:00 a.m.