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## Dear SnowWolf Dealer:

You're cordially invited to our first **Dealer-only Event** at our corporate facilities in Burnsville, Minn. on **Oct. 9, 2020**. And we're paying for everything.

**Take advantage of this singular opportunity to make life easier for your sales team and improve your profit potential.**

This is a fantastic chance to experience everything SnowWolf has to offer, not just as a manufacturer, but as a partner in growing your business.



## We're all about Simplicity.

**Our Goal** – whether it's through marketing and sales support, intelligent, problem-solving design or continuous equipment improvement – is to make it easy for you to talk about SnowWolf, sell SnowWolf and grow your profits with SnowWolf.

To that end, we'll show you how to connect your customers with the right attachment for the right machine for the right job.

Besides, this is a great time to get together. We're stoked about our full equipment lineup, especially with the recent introductions of several new attachments and accessories. We want to show it all to you firsthand and have a great conversation about selling snow-removal equipment.

**A couple of all-expenses-paid days in Minnesota.  
That's every snow-removal equipment dealer's dream. No?**

*Seriously, though...*

## **What's Covered**

- The costs of your flight, meals and a one-night hotel stay near the Mall of America.
- Getting you to and from the airport and our facilities.
- Making sure you have a good time while you're here.
- Two slots available for Platinum dealers, one for Gold and Silver dealers.

## **What We're Going to Cover**

### **Selling SnowWolf**

- A step-by-step, question-by-question, conversational approach to identifying exactly which attachments and accessories each customer needs.
- The "4 Steering Questions"
- The ideal attachment for every application, job type and machine size.
- What we know about your customers and what motivates them to buy.

### **On-site Attachment/Accessory Displays and Demonstrations**

For the first time ever, you'll get to be hands-on with every **SnowWolf** attachment and accessory, including the products we just launched in August. They'll be hooked up to machines so you can get a firsthand feel for the functions they perform and how they operate.



## Facility Tour

### Give-and-Take

This is the part we're really excited about. You and your fellow dealers hold a wealth of information about your customers and what works on your sales floor. We know we can learn a lot from you. Also, this is going to be a completely relaxed session for you to compare notes with your peers and discuss whatever is on your mind.

### Entertainment

We're going to call it a day around 3:30 p.m. so you can enjoy what Minneapolis-St. Paul has to offer.

**This is going to be time well spent. We guarantee it.**



**SEND RSVP**

**ENTRIES DUE SEPT. 13, 2019**