

# LAURA LAAMAN & ASSOCIATES

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Proven to Help Progressive Companies SELL MORE

## **NEWS RELEASE**

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## **FOR IMMEDIATE RELEASE**

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## **LAURA LAAMAN TO KICK OFF H.H. BACKER EDUCATIONAL CONFERENCE AND CHRISTMAS PET INDUSTRY TRADE SHOW**

*Laaman Will Present "Mini Revenue Boot Camp" On October 14*

**WILTON, CT, September 7, 2011**—Laura Laaman, award-winning speaker, author, sales trainer and consultant, will present "Mini Revenue Boot Camp" a two-hour seminar at the 45<sup>th</sup> annual Pet Industry Trade Show and Educational Conference on October 14 at the Donald E. Stephens Convention Center in Rosemont (Chicago), Illinois.

Mini Revenue Boot Camp will help pet industry professionals learn the latest trends, techniques and strategies proven to significantly boost revenue. Savvy business owners have paid more than \$1,000 to attend Laaman's full day Revenue Boot Camp. The seminar will open the conference and will be presented from 8 a.m. to 10 a.m. Seating is limited. Registration is \$159 and can be made by visiting [www.hhbacker.com](http://www.hhbacker.com).

During Mini Revenue Boot Camp, Laaman will deliver an energizing combination of presentations, interactive training, and hands-on exercises that empower industry professionals with the tools to thrive in the pet care industry. The program is designed for pet industry professionals who wish to take their business to the next level.

### **Attendees will learn:**

- How to Boost Revenue (even in a struggling economy) by Strengthened Customer Relationships
- How to Attract the Most Devoted (and Lucrative) Pet Parents
- Powerful Strategies to Beat your Competition
- Proven Tactics to Maximize Employee Performance and Profits

Revenue Boot Camp is part of Laura Laaman and Associates' *Outstanding Pet Care Consulting Program* which has helped hundreds of pet lodging facilities and veterinarians across the United States and Canada to increase profits and significantly improve business. The program provides powerful sales and business techniques along with enhanced pet care services and strategies that benefit business operators, pets, and their owners.

For more information, visit [www.OutstandingPetCare.com](http://www.OutstandingPetCare.com) or call 203-379-1271.

### **ABOUT LAURA LAAMAN & ASSOCIATES**

For over 20 years, Laura Laaman & Associates has been helping pet care facilities to boost business by empowering them with proven and effective sales, management and customer service skills. The firm has consulted countless Fortune 500 companies such as Allstate Insurance, Xerox, Kodak and Invisible Fence, as well as smaller businesses in a variety of industries. To date, Laura has helped companies generate millions of dollars in increased revenues. For more information about Laura Laaman & Associates call 888-SELL-MORE or visit: [www.LauraLaaman.com](http://www.LauraLaaman.com)