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FOR IMMEDIATE RELEASE

RSPA Introduces Winter/Spring Semester of Education

Charlotte, NC—January 18, 2008 – Charlotte, NC - The Retail Solutions Providers Association, the only association dedicated to the retail technology industry, is announcing the Winter/Spring Semester of Education featuring a combination of on-line education sessions and on-site '*Selling Essential*' courses. The 2008 Winter/Spring Semester will take place January 24 through June 11, 2008. The RSPA Education Department has put together four on-line education sessions ranging in topics pertinent to all levels of retail technology industry professionals.

'*Selling Essentials*', RSPA's Basic Sales Course, debuted in November 2007 with 25 participants. This two-and-a-half day on-site education course and workshop focuses on enhancing the effectiveness of newly hired sales people.

"I am brand new to sales and having the opportunity to participate in the RSPA's *Selling Essentials* course meant the world to me. I was very unsure about my ability to be a sales person and after the course, I felt much more confident and ready to get out there and work. I loved the structure of the course and how every detail was broken down to the basics and then worked back up. For me that was so helpful, I would take the course again in a second," said Alexis Smith of Simple Solutions POS in Salt Lake City, Utah.

"I am very excited about RSPA's upcoming semester of education, especially because of the variety of on-line education sessions that we are offering our members. In addition, because of the success of the first '*Selling Essentials*' course, we are happy to announce the addition of two more courses this semester in other parts of the country," said Jay Usyk, RSPA Director of Education.

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On-Line Education Session Schedule

*All on-line education sessions being at 2:00pm EST

Date: January 24, 2008 Topic: **PCI - Being Prepared: Part 2**

[\(Register now by clicking here\)](#)

PCI Security Compliance continues to be an important topic in the retail technology industry and continues to affect our members and industry on a daily basis. This webinar will continue the discussion that took place on Part 1 of PCI...Being Prepared back in October. Panelists will present additional hard facts and continued ways to stay focused on the problem. These experts in the PCI world will address this topic from various viewpoints. In addition, this webinar will update attendees on the latest PCI Security news and requirements.

February 21, 2008 **Selling Services - Don't Give it Away for Free!**

This session is designed to assist customer service, maintenance, and support staff in deciding what products and services are most valuable to their organization. In addition, this on-line session will show how to turn selling services into a "profit center", not a "give-away". More details coming soon.

March 26, 2008 **Lead Generation Strategies**

In this session, the audience will learn how to maximize selling efforts by wisely using contact information. Attendees will also learn how to generate leads at trade shows, over the phone, and in business meetings. Matching leads with man power is another important skill that will be discussed. More details coming soon.

April 17, 2008 **Running a Successful Marketing Campaign**

What do you do with a new product?; How do you introduce it?; How do you keep the momentum going?; What is the biggest bang for your buck? All of these questions will be answered in this session that delves into the mysteries of what works and what doesn't when it comes to marketing campaigns. More details coming soon.

May 8, 2008 **Support Tools That Work**

This session will teach attendees how to create a productive service department, what tools to use when creating a knowledgeable service staff, and what software dispatch tools will create the best return on investment. More details coming soon.

Selling Essentials Schedule

Date: April 7 -9, 2008 Location: West Coast (TBD)
June 9-11, 2008 Chicago

About RSPA (www.GoRSPA.org)

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards and information benefits that assist member companies in expanding their business.

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