

# Ways to Increase Your Sales

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*Tuesday, October 24, 2017 (4:15-5:00 PM)*

**TRACK One ♦ Junior Ballroom F**

Competition for your best customers has made the BHPH industry more challenging than ever during the last two years. Franchise dealers, credit unions, and subprime finance companies are all competing for your best customers. In this workshop Bill Neylan of Tax Max will explain how the tax refund market has changed and provide creative ways to gain or regain that business. Irregular payments keep your customers paying. Don't miss tax refund business, or this session! Use the tax season underwriting checklist in the workbook during the selling season.

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