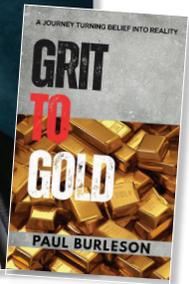


GRIT TO GOLD SALES PROCESS

by Paul Burleson



April 7, 2026 | 9:00 AM – 1:00 PM



CORKEN STEEL | 7910 Kentucky Drive Florence KY 41042

Featured Speaker: PAUL BURLESON — Author of **Grit to Gold**

Home Improvement Sales Consultant, Westlake Royal Building Products

Check-in: 9:00 am

Presentation: 9:30-11:00 am

Q&A / Lunch: 11:00-1:00 pm



LEARN THE GRIT TO GOLD SALES PROCESS

- **Turn disciplined planning into premium wins** by applying the Grit to Gold pillars to complex, high-end remodels while protecting margin and elevating the client experience.
- **Adopt a luxury sales mindset** built on confidence, resilience, and strategic intent to guide home owners through high-investment decisions as a trusted advisor.
- **Use AI and modern tools to sell smarter**, anticipating needs, building upgrade scenarios, and addressing objections with insight and speed.
- **Sharpen presentation, upselling, and closing skills** to clearly communicate value, overcome price objections, and confidently close high-end projects.