



Alan W. Zielinski, CKD – NKBA President-Elect

Selected as one of the industry's Top Leaders by Interior Design Magazine, Alan Zielinski, CKD is the president and CEO of Better Kitchens, Inc., a 50-year-old design firm located outside Chicago. With 25 years of kitchen and bath experience, Zielinski is a talented and creative designer with great technical knowledge. Very active within the NKBA, he has served as a chapter president and as a member of the Board of Directors. Zielinski has been a judge for both the NARI Contractor of the Year Award and the NKBA Design Visions Award. He presents the "Edmund L. Zielinski, CKD Memorial Award" each year for excellence in design to the top kitchen and bath designer.

Sales and the NKBA Member

The ability to out-sell your competition is crucial to you and your business's success. Honing your sales skills will help you stand out from your competition. Selling is a skill that can be learned, and Alan W. Zielinski, CKD will present proven and practical techniques about how to be a better salesperson. Developing a rapport, establishing

credibility and identifying a need, and then offering a solution are some clear-cut steps that will lead you to success in closing the sale. Come and learn how sales relates to a transference of feelings, how to overcome client objections, and the importance of asking closed-ended questions.

Experience Green

Green Design continues to grow in popularity in the kitchen and bath industry, as well as with residential homeowners and commercial builders. The demand to create eco-friendly and healthy kitchens and baths that don't sacrifice style or comfort has reached the mainstream and is spreading to all segments of the industry. This program is designed to help fellow professionals understand their options for cre-

ating more energy efficient living spaces. What is our responsibility as manufacturers, specifiers and designers to use products that are environmentally responsible and how can we convince the end user that this is an important and cost-efficient decision to make? Join Alan W. Zielinski, CKD and learn how to work together to find the balance between the dream and the reality of Green Design.