

ALUNIVERSITY

— SPRING CLASS OF 2024 —

Winning at retail is a series of huge challenges, none more daunting than finding and retaining excellent designers and sales professionals. American Leather® understands that retail sales professionals serve as your store's most valuable assets—and that continually training and inspiring them is critical to your success.

To achieve this level of success, we offer American Leather University. This two-day program energizes and motivates the store owners, managers, designers, and salespeople who attend. They return to their stores with new perspectives, enhanced product knowledge, and increased enthusiasm for the American Leather® brand and family, resulting in an undeniable passion they will share with your customers.



TOUR

For more than a decade of ALU, the American Leather Factory Tour has been the program's most popular and memorable experience, and not just because of our state-of-the-art production technology and techniques. More important, it's an experience that ALU students can share with their customers in explaining the value and craftsmanship of American Leather products.



LEATHER & FABRIC

To properly and effectively match our leathers with your customers' lifestyles, this component of ALU is tremendously valuable. This hands-on learning module helps salespeople more fully understand the characteristics and performance of different types of leather covers, as well as the differences between luxury leather upholstery and price-driven products. Additionally, the program reviews our expanded lineup of fashion and performance fabrics.



PRODUCT

American Leather is renowned for innovative designs that add the value of utility to our products without sacrificing style. Of course, our Comfort Sleeper® program is a phenomenal performer in stores, but we've also earned patents for the revolutionary Comfort Recliner™, Comfort Air™, and Comfort Theatre® series. American Leather Brand Ambassadors will present each of these trademarked programs, and the ALU class will participate in role-playing and Q&A sessions.



TRAINING

Customers invest in value, not just price. A significant portion of American Leather University is devoted to refining sophisticated sales techniques that communicate enduring value essential to closing the sale. To cultivate the skillset necessary to sell a luxury brand, American Leather enlists one of our leading professional sales trainers to lead a stimulating interactive seminar that creates a direct impact back at your store.

AMERICAN LEATHER



ALUNIVERSITY

— SPRING CLASS OF 2024 —

February 27th - 29th

We are happy to announce American Leather University dates for Spring 2024!

Attendees will arrive on Tuesday evening, with a welcome reception to follow that evening. On Wednesday, they will travel to the factory for the tour, leather and fabric training, and product and sales training. A sales training seminar will take place on Thursday back at the factory. The \$250 tuition includes all program sessions, a hotel room for two nights, and all meals and transportation during ALU events.

To attend, please click the link below to register. Please do not make travel arrangements before you receive a registration confirmation from us. Space is limited, and we will not be responsible for travel fees if they are booked before you receive confirmation of your space.

**REGISTRATION & PAYMENT DEADLINE 2/9/24.

[**CLICK HERE TO REGISTER**](#)

Please complete your registration form on the link above. After your confirmation, we will send you more detailed times to assist in making your travel plans.

A