

Wild Bird University

IT'S HERE!!! Wild Bird University, our new online training program, is available and ready to make you and your staff the "Backyard Expert." The key to a successful Wild Bird Department is a knowledgeable sales staff, and we are here to help. Wild Bird University is an easy-to-use training program that will help you effectively answer the most commonly asked questions. This program will be constantly updated and utilizes videos, on-line brochures, case studies, and real world examples to help educate. The benefit of this program is having a staff that will have more bird knowledge than 99% of the people coming into your store.



TOP REASONS TO ENROLL IN WILD BIRD UNIVERSITY

1. Knowledgeable staff equals MORE sales for your store!
2. Continually updates and teaches you what the "HOT" new products are.
3. Learn promotional strategies including what products can be promoted as add-on sales.
4. Courses are divided "By the Bird" or "By the Need" so staff can learn and review subjects in advance.
5. Free to qualified stores- You must utilize Gold Crest Distributing as your dominant Wild Bird Product distributor to utilize this fantastic free program.

SAMPLE QUESTIONS:

1. Moving water will attract 10x more birds than standing water?
True / False
2. A Hummingbird that feeds in your yard this year will return to that feeder next year?
True / False
3. Milkweed is an excellent host plant for attracting which type of butterfly?
A. Monarch / B. Black Swallowtail / C. Pipevine Swallowtail
4. Which of the following is also good for attracting Orioles?
A. Oriole nectar / B. jelly / C. fruit / D. all of the above

1. True 2. True 3. A 4. D

To ensure your store's Wild Bird Department is ahead, and continues to be ahead, of other stores in your market, enroll in Wild Bird University today! Unlike most private institutions, applications are always being accepted at Wild Bird University. You can either apply online at goldcrestdistributing.com, or sign up by calling Mel at 888-985-2473. We look forward to helping train you and your staff to be the "Backyard Nature Expert."