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## **Sales Expert Ryan Dohrn to Offer Tips for Small Business Success During the Certified Horsemanship Association's February 2016 Webinar**

(February 2016) – The horse industry is in for an informative and value-packed webinar with business expert Ryan Dohrn, who will be the speaker for the February webinar offered by the Certified Horsemanship Association as part of its ongoing webinar series. Dohrn is the founder of Brain Swell Media, a sales coaching and revenue strategy firm that has trained more than 3,000 business professionals in seven countries. Business owners are encouraged to sign up now for the webinar, which will be presented live online on Wednesday, February 17 at 3 p.m. ET. It is expected to last for 60 to 90 minutes. Then the recording will be available after that time. To register, please visit [http://cha-ahse.org/store/pages/219/CHA\\_Webinars.html](http://cha-ahse.org/store/pages/219/CHA_Webinars.html).

“The Four Pillars of Small Business Success” will give business owners a step-by-step guide to gain more success in the future. Attendees can expect to learn how to:

- Clearly define their product to the public
- Create a marketing and sales process
- Set goals for themselves and their team
- Ensure that your price structure makes sense

Dohrn's career in sales and marketing spans more than 25 years. He has been a consultant and served in leadership roles at *Western Horseman* magazine, RFD-TV, Disney/ABC TV, and other top companies. His company, Brain Swell Media, offers affordable training and coaching, either live or in webinar format, as well as personalized coaching via phone or Skype. In addition, Dohrn is an international motivational and keynote speaker and has given more than 1,000 speeches since 1996. He currently works on a monthly basis with over 75 companies and their related sales, management, and marketing teams. Dohrn's many industry awards also include an Emmy for television marketing excellence. He has written two business books, *Selling Backwards* and *How to Be a Manager Without Being a Jerk*, and he has been featured in *USA Today* and on *Forbes.com*. He was first introduced to CHA as a student camp counselor in 1990 at Hidden Acres Camp in Boone, IA. Dohrn and his wife currently raise American Quarter Horses just north of Tulsa, OK.

CHA is dedicated to providing quality continuing education for the horse industry. For questions about the Certified Horsemanship Association or the educational materials created by CHA, please contact CHA's headquarters in Lexington, KY, at 859-259-3399 or [office@CHA-ahse.org](mailto:office@CHA-ahse.org)

*CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, the Certified Horsemanship Association, please visit [www.CHA-ahse.org](http://www.CHA-ahse.org) or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit [www.CHAINstructors.com](http://www.CHAINstructors.com).*

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