

MONDAY February 2, 2026

Dress code: Business Casual

Morning

- Breakfast on Your Own
- Registration Open at 08:30

09:00 - Dealer Meeting

- Get a clear view of the business and hear key updates from Watkins leadership.
- Learn about new trends in customer experience and water technology.
- See how the wellness portfolio is evolving and how you can be part of it.

Afternoon

- Discover new products built for growth.
- Listen to fellow dealers share their experiences and strategies for growth & success.
- Celebrate achievements at the Awards Ceremony.
- Wrap up with an Inspirational Close to energize your next steps.

Evening

- Enjoy a celebration with fellow dealers in typical Portuguese style.

TUESDAY February 3, 2026

09:00 - 22:00

Morning

- Breakfast on Your Own

09:00 - Sales Training

- Sales Standards: Learn proven approaches for success.
- Selling New Products: Get hands-on with the latest offerings.
- Smarter Discovery: Sharpen your skills to uncover customer needs.

Afternoon

- Building Value: Master strategies to show product benefits.
- Practice Sessions: Apply what you've learned in real scenarios.
- Cold Plunge Sales Process: Explore new ways to drive sales.
- Dinner with the team.

WEDNESDAY February 4, 2024

09:00 - 16:00

Morning

- Breakfast on Your Own

09:00 - Sales Training

- Freshwater IQ: Discover the latest in water care.
- Decision Making Process: Learn how to guide customers confidently.
- Practice Sessions: Strengthen your skills.

Afternoon

- Lead Follow-up: Turn interest into action.
- Closing: Finish strong and leave ready to succeed.

Ready to grow, connect, and lead the way? Register now!