

SMC

SALES & MARKETING COUNCIL

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SALES AND MARKETING COUNCIL

news



events

OF THE HOMEBUILDERS ASSOCIATION OF GREATER DALLAS

January Event

WHAT:

Back to Basics: Think Again
Mike Blake

WHERE:

HBA of Greater Dallas
5816 W. Plano Pkwy
Plano, TX 75093

WHEN:

Tues., Jan, 18th, 2011
8:30 am Registration
9-10 am Program

COST:

\$25 SMC Members
\$35 Non-Members

2010 SMC Underwriters
and Patrons



2011 SMC Underwriters and
Partnership opportunities
available



972.931.4840

www.DallasBuilders.com

Back to Basics: *Think Again*

presented by Mike Blake, Atrium Builder Services

January 18th, 8:30 - 10:00 am



I hear commentary and read articles that say it's time for salespeople to get back to the basics? Really? In truth, the basics are part of the problem. Today, buyers have a wealth of information at their finger tips, which has created significant changes to the sales process.

- Has the enormous amount of **information** available to consumers **made you less relevant** to the buying process?
- How can salespeople **change buyers negative perception** and **insert themselves back** into the decision making process?
- What **sales techniques** and **activities** will provide the best results and lead to more sales?

The session will focus on three critical areas:

- The changing sales process
- Salesperson relevance to the new process
- Focused sales activity for greater success.



Please register by January 14th, 2011. Light breakfast will be served.

For more information, please visit www.DallasSMC.com

✓ Future Events *Mark your calendars for the following upcoming events*

Feb 24th **Ebbby Halliday 100 Year Birthday Bash**
Sponsorship Opportunities Available
February 24th
Omni Parkwest
11:30 am - 1:00 pm
Details to follow

Mar 24th **McSam People's Choice Awards**
Sponsorship Opportunities Available
March 24th
House of Blues
6:30 pm - 10:00 pm
Details to follow



Mike Blake

- Sales and marketing trainer and consultant.
- Graduate of Dallas Baptist University
- Master of Science Degree from the University of North Texas.
- Nearly two decades of home sales and marketing experience.
- Managed small and large builder sales and marketing efforts.
- Awarding winning sales professional that is considered an expert in new homes sales strategy, marketing (social media) and structured follow-up (opportunity management).
- Trusted advisor to homebuilders and is considered a thought leader in the areas of sales and marketing.



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For additional information or to register for events, please visit www.DallasSMC.com