

SMC

SALES & MARKETING COUNCIL

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SALES AND MARKETING COUNCIL

news



events

OF THE HOMEBUILDERS ASSOCIATION OF GREATER DALLAS

May Event

Multi-Cultural Selling

presented by Michael Lee

May 26th, 2011: 8:30 am - 12:00 pm

WHAT:

Multi-Cultural Selling
Michael Lee

WHERE:

Atmos Energy
Charles K. Vaughn
Center
3967 Mapleshade
Lane, Plano, 75075

WHEN:

Thur., May 26th, 2011
8:30 am Registration
9-12 pm Program

COST:

\$60 Online Registration
\$65 At-the-door

2011 SMC Underwriters
and Patrons



2011 SMC Underwriters and
Partnership opportunities
available



972.931.4840

www.DallasBuilders.com



MISSING SALES TO MULTICULTURAL CUSTOMERS?

One third of all Americans today are minorities and by 2050

they will be the majority – are you getting your share of this business? This huge group presents a tremendous opportunity that can be missed if you are not specially trained on how to meet the unique needs of Hispanics, Blacks, Asians, Middle Easterners and others. The average new home salesperson and real estate agent says they will sell an additional 8.5 homes a year as a result of the techniques they get from Michael Lee's programs – and you're probably not average!

Would knowing the following increase your sales?

- **Adjusting advertising** to attract multicultural customers.
- Why many don't want a salesperson or agent from their own culture.
- Why some cultures continue to **negotiate** after the contract is signed.
- How to **build rapport** with multicultural customers.
- **Stressing home features** that appeal to particular groups.
- How **cultural beliefs** impact new and resale home sales.
- Obtaining **referrals** from multicultural customers.
- How to detect **buying signs** in people who show no body language..
- Basics of **Asian "Feng Shui"**.
- Understanding Asian Indian **"Vastu Shastra"**.



Please register by May 24th, 2011.

Light breakfast will be served.

Please visit www.DallasSMC.com to register for this event
and for additional speaker information.



Future Events

Mark your calendars for the following upcoming events

SEP

Jason Forrest

TBD

Sponsorship Opportunities Available

September - TBD

Details to follow



Dallas Sales and
Marketing Council



Dallas Sales
and Marketing



BigDSMC

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