

# SALES & MARKETING EDUCATIONAL OPPORTUNITIES 2007

*All courses (except where noted) Continental breakfast 8:30 a.m. Course duration 9:00 a.m.— 4:30 p.m.*



**CERTIFIED NEW HOME SALES PROFESSIONAL — FEBRUARY 20, 21 & 22, 2007;  
JUNE 12, 13, 14, 2007 AND OCTOBER 16, 17, 18, 2007  
FEE: \$301 NAHB MEMBERS; \$401 NON-MEMBERS**

This professional-level course is designed for specialists in new home sales. Participants will gain a broad understanding of the home building business, discuss consumer psychology and learn the advanced techniques used by real estate veterans for greeting, closing, and overcoming objections. Other topics include construction process overview, financial and legal aspects of new home sales, and the art of customer service.



**ESSENTIAL CLOSING STRATEGIES — MARCH 22, 2007 11:00A.M. — 5:00 P.M.  
FEE: \$190 HBAGC MEMBERS; \$250 NON-MEMBERS  
(THIS CLASS WILL BE HELD AT THE MIDWEST BUILDERS SHOW, DONALD E. STEPHENS  
CONVENTION CENTER, ROSEMONT, IL) REGISTER AT WWW.MBS.COM**

This class teaches the essentials of closing strategies for new home sales professionals through the application of a systematic approach to minimizing objections. You will build confidence through a “Practice-Drill-Rehearse” method that allows you to apply techniques learned in the classroom to real life situations. *Topics covered include: Why some sales people never become master closers, Why customers raise objections, How to create answers for the most common objections, The six steps to minimizing objections.*

This class provides credit toward the Master Certified New Homes Sales Professional (MCSP) designated and continuing education credit for the Certified Aging-in-Place Specialist (CAPS), Certified Graduate Builder (CGB), Certified Graduate Remodeler (CGR), Certified New Home Marketing Professional (CMP), Graduate Master Builder GMB) and Member, Institute of Residential Marketing (MIRM) designations.



**HOUSE CONSTRUCTION AS A SELLING TOOL— APRIL 17 & 18, 2007  
FEE: \$295 HBAGC MEMBERS; \$375 NON-MEMBERS (PRICES INCLUDE ALL  
MATERIALS AND LUNCH)  
(MCSP, CAPS, CMP)**

Designed with sales in mind, this course provides an overview of the process of planning developments and individual homes. It also reviews types and methods of construction, expanding your knowledge of the building process to enhance your future effectiveness in your sales career.



**EFFECTIVE MARKETING ON A SHOESTRING BUDGET— MAY 17, 2007  
FEE: \$201 HBAGC MEMBERS; \$301 NON-MEMBERS  
(CAPS, MCSP, CGA, CGB, CGR, GMB, MIRM)**

Small firms must watch their resources. Often they spend too little time and money on marketing. This course provides planning tools that won't break anyone's budget. Participants will learn how to analyze target markets, identify competitive advantages, create accurate proformas and monitor outcomes. Don't neglect this vital component of your business!!!



**INCREASED PROFITS THROUGH EFFECTIVE BUILDER-BROKER COOPERATION—  
SEPTEMBER 19, 2007 FEE: \$201 HBAGC MEMBERS; \$301 NON-MEMBERS  
(MCSP, CMP, MIRM, CAPS, CGA, CGB, CGR, GMB)**

Builder and Realtor relationships are often contentious. They don't have to be! This course shows builders how to profit from alliances with brokers. Topics include the differences and similarities between the two parties, broker selection and specific ways to interact for mutual benefit.



Mail or fax to:  
HBAGC, 1841 W. Army Trail Road, Addison, IL 60101  
Phone (630) 627- 7575 · Fax (630) 627-7580 On line: www.hbagc.com

Event: **Sales & Marketing Educational Opportunies**

*For Office Use Only*

**Please fill out a form for each course.**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Course Number \_\_\_\_\_ TOTAL Cost: \_\_\_\_\_

Attendees: \_\_\_\_\_

**PAYMENT METHOD:**  Check Enclosed: \$ \_\_\_\_\_  Credit Card (circle one) VISA MasterCard AmEx

\*\$1.00 has been added to the cost of this event as a voluntary contribution to the Committee on Home Ownership.

Name on Card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**PAYMENT MUST BE MADE AT TIME OF REGISTRATION. Cancellations or re-scheduling requests must be received 7 working days prior to the beginning of the class. A \$100 cancellation fee will be assessed. No refunds 7 days prior to course.**