



# Sales & Marketing Council

## 2009 Educational Calendar



HOUSING & BUILDING ASSOCIATION  
OF COLORADO SPRINGS

**All classes begin at 8:00 a.m. with a continental breakfast, registration and networking at 7:30 a.m.**

### **Wednesday, January 14, 2009—Wine & Cheese with SMC / Your Marketing Advantage for 2009**

Please join the Sales & Marketing Council ("SMC") for an evening of fun and merriment. This event is for Members of the SMC and their select guests. We will provide plenty of time for networking and let you know what SMC can do for you in 2009.

### **Friday, February 13, 2009—Breakfast with the Builders**

Trade show for builders & developers to meet one-on-one with local Realtors to provide information on new homes and developments available. This is a Realtor only event.

### **Tuesday, February 17 & Wednesday, February 18, 2009—IRM 1 Understanding Housing Markets & Consumers (16-hour CEU course)**

Learn how to find the information that's critical to your business. You'll gain knowledge of the demographic, economic, and psychographic factors that affect housing supply and demand. You'll also learn to employ a model that projects opportunities for specific local markets. This course counts toward the CMP and MIRM designations.

### **Wednesday, March 18, 2009—State of the Local Economy**

Fred Crowley, Chief Economist for UCCS, will present the state of the economy for El Paso County.

### **Friday, April 17, 2009 - On & Offline Marketing (Social Networking)**

Where do you need to be to reach all generations of customers? Why do you need to be connect? Topics will include having an internet presence social networking, blogging, texting and more!

### **Friday, May 15, 2009—National Sales Trainer S. Robert August**

**Learn how to qualify your customers needs, handle objections and close more sales.**

Bring your questions! This will be a participatory session with a national and international expert. S. Robert August is referred to as an absolute icon in the industry. Robert will help you overcome your professional obstacles to build more sales today!

### **Friday, June 12, 2009— Negotiation Skills , presented by National Sales Trainer Charlie Roter**

You can't change the market, however you can change the way you sell in this market. Get people to say yes when they want to say no. Create value and urgency in a non urgent market. In this session you will learn to how to handle the "price objection". Negotiate agreement without giving in to ridiculous offers. Learn what to say and what not to say in all negotiating situations.

### **Wednesday, July 15, 2009 - Advanced Social Networking**

So you're on a few social networking sites... now what do you do? How do you connect with people on these sites? Kevin Knebl from Knebl Communications will be back to discuss more in-depth on how to grow your business using Social Networking. Following his seminar, Experienced social networking members from the SMC will be on hand to work with you on your social networking pages and answer your questions.

**Continued on reverse side**

**Tuesday, September 15 & Wednesday, September 16 - The Challenge of New Home Sales Management (IRM 4) \*\* 16 hours of continuing education credits \*\***

Improve your business operations, REALTOR® relations and customer follow-up by integrating your sales force into an overall marketing plan. This course emphasizes five basic principles of strategic sales management and teaches you how to get the most from every member of your team.

As a graduate of this course, you will be able to:

- Implement an improved approach to sales management.
- Set goals for your sales management.
- Manage the sales process.
- Manage prospects, customers, and owners.
- Assemble an appropriate sales staff.
- Create training opportunities, equip staff for success, and provide guidance to staff.

**Friday, September 18, 2009 - Construction Practices Forum (Home Building 101)**

This informative session will cover the basics of construction. The panelists will discuss land development; construction; marketing & sales; and community management and HOA's.

**Wednesday, October 21, 2009 - Selling From Blueprints , presented by Lee Chapman**

Sales people will be able to understand and use construction drawings (blueprints) sufficiently to help their buyers visualize 3-D finished homes from 2-D drawings. Learn how to read a site plan, floor plans, elevation, and section drawings. Classroom skills to assist sales people to guide their buyers to floor plan selection so they can easily sell homes without the benefit of a furnished model.

**Friday, November 13, 2009— Marketing To The Military**

More information to follow

**Wednesday, December 9, 2009 - Safety Skills / Self Defense**

Stay safe on the job—whether you're showing a client a home or a model home, learn what you should do before the client arrives and during the presentation.

Programs subject to change without notice. Please consult our Website at [www.cshba.com](http://www.cshba.com) for the latest information about the events, including location and cost.

For sponsorship opportunities, please contact Shirley Rouse at (719) 592-1800, ext 17.

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