

SBMA 2012 Building Products Show Seminar!!!

Expanding The Possibilities: Sales & Marketing To the Remodeling Market in Challenging Times

With Noted Author and Speaker Steve Monroe • Cost: \$25 per person registered in advance, \$35 at the door
Tuesday, January 31, 2012 • Best Western PLUS High Point • 1:00 to 4:30 PM with Reception Following at ShowPlace



**OUTWIT
OUTLAST
OUTPLAY**

In conjunction with SBMA's
2012 Building Products
Buying Show at Show Place
High Point, NC

February 1-2, 2012

You will learn ...

- ✓ The size and geographic impact of remodeling in the Southeast
- ✓ Who is buying? The two demographics driving the market revealed!
- ✓ What they are buying? Participants will learn the specific services that are leading this market segment.
- ✓ Why they are buying. What is motivating these demographics to purchase these services at this time? Attendees will discover the incentives behind the action of these groups.
- ✓ What you need to do to sell to the market. Both from a wholesaler/retailer standpoint, as well as a contractor/remodeler view, attendees will learn approaches to this market and how to get the sale.

**For Dealers,
Contractors
& Suppliers**

Hear and see stories of remodelers who are successfully navigating this market!

Please Register the Following People:

Company: _____

Complete Address: _____

Phone: _____ Fax: _____ Email: _____

Person Filling Out Form: _____

TUITION:

\$ 25.00 Per Attendee Advanced Registration; \$35 at the door

Payment Options:

- Check Enclosed MasterCard
 VISA Bill Us (Members Only)
 AMEX

Exp. Date: ____/____/____ V-Code # _____

Checks should be sent to SBMA, PO Box 18667, Charlotte, NC 28218

Cancellation Policy: Any cancellation must be received 10 days prior to the seminar. After noon on that day charges are due regardless of attendance.

This class will give some of the needed 12 credits toward maintaining your Green Professional Certification from NAHB and is also accepted toward Master Builder points.



This business-building workshop is led by Steve Monroe, who has worked with builders and those who sell to them for over 30 years. He is a best-selling author with Builderbooks.com, a frequent speaker at the International Builder's Show, a faculty member of the North Carolina Builders Institute and a member of the University of Housing faculty.

Date: January 31, 2012 from 1:00 to 4:30 PM with Reception following at ShowPlace

Location: *Best Western PLUS High Point;*
135 S. Main Street, High point, NC 27260

Send Registration Information to or call: Cindy Hartley, phone: 800.966.4202; email: chartley@crosslink.net; fax : 804.758.9311