

# Ramp up Your Sales & Marketing in a Changing Market

Audio Seminar  
December 12, 2007 | 2:00 PM EST

## For Members Only!

NAHB's National Sales and Marketing Council and Biztools will co-host a one-hour audio seminar on sales and marketing in a changing market.

NAHB has developed an economic toolkit, **Back to Basics**, for members to use in this changing economic environment. This audio seminar will address some of the topics within this great resource.

### Topics :

- Minimizing objections: Understanding buyer needs, wants, abilities and fears
- Being innovative and offering incentives to buyers and employees
- Assessing your sales team
- Strategizing appropriate product mix--Shopping the competition
- Reducing inventory
- Cutting costs
- Exploring legal means of collections
- Renegotiating credit
- Mortgage credit options for buyers
- Contingency contracts
- Financing tips
- Maximizing vendor, lender and supplier relationships

### Speakers:

Bonnie Alfriend, Fellow, MIRM  
Alfriend and Associates, Pebble Beach, CA

Daniel Levitan, Fellow, MIRM  
Levitan & Associates, Fort Lauderdale, FL

Ross Robbins, MIRM  
Lee Evans Group/Shinn Consulting, Inc., Littleton, CO

NAHB Housing Finance Staff

Sign up for this audio seminar and help your members learn how they can adapt to the changing market. Register today at [www.nahb.org/ac](http://www.nahb.org/ac).



To register, visit  
[www.nahb.org/ac](http://www.nahb.org/ac)

While individuals can register, it is strongly encouraged for HBAs to register. The seminar call will include approximately 40 minutes of presentation and 20 minutes of audience questions. Email your questions prior to the audio seminar to [acruz@nahb.com](mailto:acruz@nahb.com).

Log-in information and a PowerPoint presentation will be emailed prior to the seminar call.

### Cost:

Free to HBAs and NAHB members

### For more information:

Contact Michael Copp at  
800-368-5242 x8340,  
202-266-8340 or [mcopp@nahb.com](mailto:mcopp@nahb.com).

### Back to Basics Toolkit

To view and download the **Back to Basics Toolkit**, visit [www.nahb.org/toolkit](http://www.nahb.org/toolkit) and enter your username and password.

