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New 'Sales Summit' Highlights SMC Education at 2009 SEBC

Sales and marketing professionals seeking the keys to success in a challenging market will find them through the world-class education offered at the 31st Annual Southeast Building Conference (SEBC)/Green Building Show on July 30-August 1, 2009 at the Orange County Convention Center in Orlando. Complete details and online registration is available at www.sebcshow.com.

Alan Thompson of Stewart Title will keynote the all-new Sales Summit with a presentation entitled "Master Any Market" on Friday, July 31, 2009. He'll outline a winning strategy that includes Planning, the Science of Staying Positive, the Key to Attracting the Market You Desire, and Providing Unsurpassable Service Levels.

Additional Sales Summit topics include Selling a Home Today (a panel of successful home sales professionals) and Connecting the Past with the Future, which focuses on new, technology-based methods to drive traffic and sales. The Sales Summit offers a special segment for non-real estate sales professionals entitled "Successful Sales for Associates."

In addition to the Sales Summit, educational opportunities for sales and marketing professionals include networking, seminars and Meet-the-Experts sessions.

Seminar topics include: Marketing Tool Chest for Builders; Knockout Punches for Your Marketing Success; Relationship Selling; The Court of Selling; Low-Cost Traffic Generation; The Five Greatest Web Marketing Mistakes; Marrying Your Online and Onsite Sales Process; and Sales Management (in-house and outsourced).

Meet-the-Experts sessions cover a wide range of subjects, including Using Realtors as Strategic Partners, Unleashing the Power of the Internet, Reinventing Your Advertising Program, Maintaining Control of Your Presentation, and Taking Responsibility for Your Success. A complete list is available on the SEBC web site.

SEBC/Green Building Show delegates can also share the excitement of the 25th anniversary celebration of the Excel Awards for sales and marketing excellence during a luncheon in the SMC hospitality suite on Friday, July 31, 2009 at noon at the Convention Center.