

Eastern Idaho Home Builders Association

1430 E 17th St Ste D

Idaho Falls, ID 83403-1782

208-552-7032



Register Now For  
Marketing and Sales for  
Building Professionals

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# Marketing and Sales for Building Professionals

Eastern Idaho Home Builders Association

## Marketing and Sales for Building Professionals

Instructor(s): Chuck Miller, GMB CGB CGR  
CAPS CGP MIRM CMP MCSP CSP

The days of build or remodel it and they will buy are a thing of the past. Today, customers are both demanding and selective and, thanks to the world of technology, they are very well-educated. They have done research and are more informed on features and products. So how do you stand out from the crowd and make your brand relevant? Understanding today's customers helps you differentiate your business to drive profitability. This course will give you an overview of the many types of marketing and sales tools available today to help you build your unique brand and a positive reputation so you can engage with and motivate potential customers, clients and referral partners to choose your services. After the course, you will be given exclusive access to a site that provides additional resources for learning more about the sales and marketing techniques described in this course.

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

- Use the benefits of marketing to your advantage
- Generate and qualify sales leads
- Prepare for and make sales calls and presentations
- Implement strategies to gain agreement and close sales
- Provide exceptional customer service leading to satisfied customers

### Designation Credit:

C&A, CGB, CGR, Master CSP

### Continuing Education Credit:

CAPS, C&A, CGB, CGP, CGR, CSP, CMP, GMB, GMR, Master CGP, Master CSP, MIRM

This course has been approved for 6 hours of Realtor continuing education credit by the Idaho Real Estate Commission

## Additional Information

May 5, 2017  
8:00 AM - 5:00 PM

## Registration Information

(one form per attendee)

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ CELL \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

Please note: It is NAHB's policy not to share or sell its e-mail addresses.

### Fees and Payment

- NAHB Member \$200  Non-Member \$300
- Check made payable to: EIHBA
- MasterCard  Visa
- Discover Card

CREDIT CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_

CSV NUMBER \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### Cancellation Policy

Registration is refundable if cancelled up to 5 business days prior to the course.



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Idaho Falls, ID 83403



## To Register

BY PHONE  
(208) 552-7032

BY MAIL  
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Idaho Falls, ID 83403

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