



# build·phoria

A CELEBRATION OF BIGGER, BRIGHTER, BOLDER IDEAS

## sales rally

**NEW**  
This Year!

### 2016 Sales Rally: Supercharge Your Sales!

**5 NextGen Sales & Marketing Strategies for the Modern World**

**Thursday, September 15 • 9:30 AM – 11:00 AM**

**\$20\* per person**

**Get motivated, educated and inspired at the 2016 21CBEC Sales Rally!**

Learn to sell like a pro in the digital age with next-generation sales strategies. Discover how to break through stale sales habits and evolve to meet the demands of technology-driven, socially-savvy home buyers. You'll not want to waste another moment of this hot market with stone-cold, dated sales techniques. Learn how to maximize your sales potential with innovative, cutting-edge sales ideas delivered by our very own Digital Diva, industry expert and professional speaker, **Meredith Oliver**. **SPOILER ALERT:** You will learn the inside secrets of what it takes to sell new homes so don't miss your opportunity to get the inside scoop!

#### **What You'll Learn:**

- Learn how to stay focused and be consistent with proven new home sales strategies to excel in your career.
- Identify the job skills and knowledge required for continued success as a new home sales professional.
- Utilize innovative sales strategies by looking outside the industry and fostering creative thinking.
- Understand and learn the attitudes and behaviors of successful new home sales professionals to ensure a long and fulfilling career.



#### **Featured Speaker – Meredith Oliver**

Inspirational. Fun. Relevant. Meredith Oliver works with home builders who want to drive more traffic, leads and sales. One of the most popular and highly rated professional speakers in the home building industry, don't miss Meredith at the 21CBEC Sales Rally.

**All New This Year** – The Galaxy Awards. Immediately following the Sales Rally plan to stay for lunch where we will honor the best salespeople from across North Carolina.

**REGISTER NOW AND SAVE! Visit our site: [21buildingexpo.com/attend/](http://21buildingexpo.com/attend/)  
(800) 662-7129**

\*To attend the Sales Rally you will also need an Expo Badge which is FREE if you register online before September 1