

SALES MANAGEMENT IN TURBULENT TIMES

2011 Sales Leadership Summit – Dallas, Texas

“There are lessons we can learn in times of adversity that we cannot learn in times of prosperity.” *Jeff Shore*

This market has changed everything, but perhaps nothing has changed dramatically as the role of the new home sales executive. Called to do more with less, and stretched thin by the realities of today's world, sales leaders have to be sharper than ever. Are you maximizing your effectiveness (and your efficiency) in today's market?

Join the best sales trainers in North America, Jeff Shore and Jason Forrest, in a compelling and highly applicable one-day conference that will provide the insights and information you need to maximize your sales management efforts.

The jam-packed agenda includes instruction on:

- ✦ Setting the right performance expectations
- ✦ Coaching for the time-strapped manager
- ✦ Re-charging tired inventory (*with successful case studies*)
- ✦ Define your metrics – measuring what really counts
- ✦ A staffing checkup – finding high-flying sales pro's
- ✦ Sales compensation strategies
- ✦ Lead maximization & follow-up practices

“I thought the material Jeff and Jason presented at the Summit was awesome. It was full of useful, practical information, not just theories. We were able to leave with specific actions we could take back to our organizations and implement immediately. Overall, the Summit was a great value and an even better return on my investment than imagined.”

Stephen Turner, Keystone Custom Homes

PRESENTERS



JEFF SHORE

Jeff's fine-tuned sales technique and 20 plus years of experience make him the 'go-to' guru for the most difficult markets. The former National Sales Director for Kaufman and Broad (now KBHome), Jeff has done it all—from on-site sales, to sales management, to division leadership and more. He is an acclaimed member of the National Speaker's Association and a regularly featured speaker at PCBC, the International Builders' Show, and SMC's across the country. Jeff is the author of: *Tough Market New Home Sales*; *Deal With It! Mastering 21 Tough Sales Office Situations*, and *Outstanding Sales Meetings*. Together with Jason Forrest, he is the co-creator of *Leadership Selling*®, a 33-week blended-learning training curriculum for new home sales. | www.JeffShore.com



JASON FORREST

Jason grew up under the influence of his father, a business owner and professional salesperson, his mother, a persuasive speaking professor, and Zig Ziglar, his Sunday school teacher. After earning a degree in psychology and an MBA in marketing, Jason went on to sell financial services and real estate, then rose to become the National Director of Sales Development for MDC Holdings/Richmond American Homes. These influences and experiences shaped Jason into who he is today: a salesperson first, a trainer on a mission, a national speaker, and a coach who pushes sales organizations to become the best version of themselves. He is the author of *40 Day Sales Dare for New Home Sales*, and *Creating Urgency in a Non-Urgent Housing Market*. | www.JasonForrestSpeaker.com

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**100% Satisfaction
Guarantee.**

You WILL make more sales if you apply what you learn, or your money back.

SEMINAR SCHEDULE

Tuesday, May 3rd Sales Leadership Networking Dinner

Courtyard Pool at NYLO Dallas/Las Colinas

6pm Networking Reception

7pm Dinner Cost: \$35

With Cinco de Mayo just two days away, our Networking Dinner will have a festive flair this year! It will be held poolside at NYLO so we can enjoy the "stars at night that are bright and bright..." This is a casual event our attendees look forward to each year to meet their peers from around the U.S. *(The Networking Dinner is optional and is not included in the full-day registration fee.)*

Wednesday, May 4th Sales Leadership Summit

8:30am to 4:30 pm Manhattan Ballroom

NYLO Dallas/Las Colinas

1001 West Royal Lane, Irving, Texas

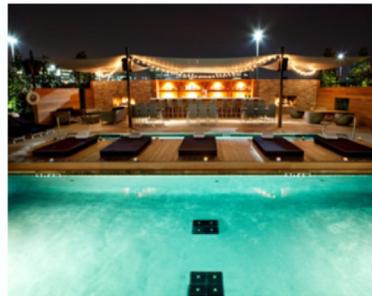
BIGGER IN TEXAS

NYLO Dallas | Las Colinas

1001 West Royal Lane, Irving, TX (972)-373-8900

We decided to hold the Sales Summit in Dallas not only because everything is bigger in Texas, but to also provide a more central location for folks to travel to. We selected the chic NYLO Dallas hotel in Las Colinas offering urban loft-style accommodations. And, this boutique business hotel is just 9 miles from DFW and 12 miles from Love Field.

We have reserved a block of rooms at NYLO Dallas at the rate of \$129 per night plus tax. To reserve your room call 972-377-8900 and reference group code "**Shore Forrest Summit**". *(Please reserve your hotel room by 4-15-11 as the room block and group discounted rate will be unavailable after April 15, 2011.)*



WHO SHOULD ATTEND?

- ✦ Sales Managers / Directors / Vice Presidents – anyone who directly manages sales professionals
- ✦ Senior-Level Managers who want to understand more about effective sales management programs
- ✦ Division Presidents & Company Owners who are looking to take their sales efforts to another level
- ✦ Small- and mid-sized builders and developers who are looking for a competitive advantage



PRICE

(register early and save \$75!) Includes continental breakfast, lunch, break drinks/snacks plus the full day of Sales Summit training on 5/4/11. *(NOTE: Builder Division Presidents or Owners attend the Summit for FREE when attending with one or more of their paid sales leaders.)*

- ✦ \$350 per person if paid by April 15, 2011
- ✦ \$425 per person if paid after April 15, 2011
- ✦ \$315 per person for paid groups of four or more attending from the same company



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MAY 4 , 2011

REGISTRATION FORM

Company: _____ Contact Person: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

I'M PURCHASING:

	Quantity	Price per Person	Subtotal
\$350 per person, if paid in full by April 15, 2011.	_____	\$350	_____
\$425 per person if paid after April 15, 2011.	_____	\$425	_____
\$315 per person for groups of four or more paid attending from the same company.	_____	\$315	_____
Attending the Sales Leadership Networking Dinner	_____	\$35	_____

Payment must accompany registration in order to secure your spot.

Cancellation deadline is April 29. Partial refunds only after that date.

Division Presidents or Company Owners attend FREE* when attending with one or more of their managers. *(Includes registration fee only — dinner and hotel not included.)

TOTAL DUE: _____

Check enclosed (*Payable to Shore Consulting*)

Charge my: Card Number: _____ Expires: _____ CRV#: _____

Visa Name on Card: _____ Billing ZIP: _____

Mastercard Street Address Associated with Card: _____

Please print the **name** and **title** of each person attending the seminar:

MAIL THIS FORM TO: Shore Consulting | 2280 Grass Valley Hwy., #331 | Auburn, CA 95603

Or FAX to 530.269.1846 | Questions? Contact Cassandra Grauer, *Director of Marketing & Operations* | 530.558.9109

cassandra@jeffshore.com | www.JeffShore.com | www.JasonForrestSpeaker.com

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YOUR SALES STRATEGY PARTNER

**SALES MANAGEMENT IN
TURBULENT TIMES***2011 Sales Leadership Summit***MAY 4, 2011 • Dallas, Texas****SALES MANAGEMENT IN
TURBULENT TIMES***2011 Sales Leadership Summit - Dallas, Texas***MAY 4, 2011
DALLAS, TX**

My top three take-aways from Summit 2010:

- 1) Absolutely need to hire the right people*
- 2) Step-up accountability with consequences*
- 3) Spend three to four hours in the field each week*

Rocky Tracy, VP Sales, Brookfield Homes

I love Jeff's humor, delivery and the way he keeps it real. This was my first time seeing Jason live and he is very good and direct. Jason is the grit and Jeff is the grace!

Jennifer Olsen, Senior Sales Trainer, Toll Brothers

Prior to this seminar I had never heard of Jeff Shore. What a surprise! His level of understanding new homes sales was "spot on" with respect to navigating the challenges of today's market, building the proper sales team and managing to understand the demand's of today's buyers with confidence, enthusiasm and positive energy.

Kathy Clarke, VP New Homes, The McKee Group

Jason Forrest is an awesome trainer and sales coach. He is the consummate professional-prepared and current with the market and able to tailor his training to the needs of the team. He provides valuable insight and all-important confidence to the sales team during a challenging market.

Cathy Bergstrom, Director of Sales, Miller and Smith Homes

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