

SMC

SALES & MARKETING COUNCIL

Inspire • Motivate • Educate

WHAT

Guest Speaker Mike Lyons

WHEN/WHERE

Tues., June 23, 2009

Converting Internet Browsers into Buyers

6 - 7 pm Reception
7 - 8 pm Program
Complimentary Beer & Wine

Home Builders Association
5816 W. Plano
Plano, TX 75093

2009 SMC Underwriters:

Anderson | Hanson | Blanton,
Atmos Energy

2009 SMC Patrons:

Holiday Builders, New Homes
Journal, New Home Guide

SALES & MARKETING COUNCIL

news



events

OF THE HOME BUILDERS ASSOCIATION OF GREATER DALLAS

Mike Lyon – Tues., June 23, 2009, 6:00pm

Converting Internet Browsers to Buyers



Sponsored by: Builder Designs Inc. & NewHomesDirectory.com

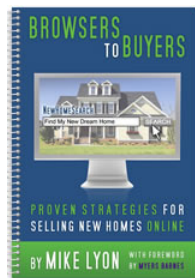
Are you looking to attract more internet shoppers? Here is your chance to find out how. Mike Lyon has "real world" knowledge and first-hand experience in the realm of online marketing and sales for homebuilders. He is the author of the bestselling book **Browsers to Buyers: Proven Strategies for Selling New Homes Online**. The information, statistics and strategies he presents are the result of his direct experience as an Online Sales Counselor and Sales & Marketing Director. He is now a sought after consultant and speaker creating success for builders across the nation.



Whether you have a commanding internet presence or you are stuck in the digital dark ages, Mike Lyon will reveal proven methods necessary to develop or improve your online new home sales. This powerful seminar will provide an easy-to-follow roadmap leading to a successful Online Sales Program that will help you attract and capture more qualified buyers. Industry insider Mike Lyon reveals the trade secrets that promise to explode your online sales and convert more of your Browsers into Buyers!

Learning Objectives:

- **The latest homebuilder statistics on new home shoppers**
- **The Online Sales Formula and Follow Up Process**
- **Making sense of the "Social Media" revolution**



Bonus Offer:

**Book for first 50 attendees! (a \$40 value)
Plus \$1,000s of dollars in FREE advertising for your builder.**

Register early and save! Registration deadline: June 19th, 2009 by 5:00 pm

Cost: \$20.00 or \$25.00 at the door.

To register, go to <http://www.dallasbuilders.com/cde.cfm?event=250720>



972.931.4840

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