

San Diego County Building Industry Association & SMC present



## NEW 3-Part Education Series

Part

# 3

## BEING A TRUSTED ADVISOR!

with Mike Moore, nationally renowned coach:  
MOORE LEADERSHIP & PEAK PERFORMANCE SERIES

Seminar 3



Sept. 10<sup>th</sup>  
7:30-10:30 a.m.

**It's not enough to stay ahead of the competition, you need to keep up with your customers!**

The last in this 3-part series will address how to be a trustworthy advisor with the result being more sales, referrals and raving fans for customers.

**When no one likes, trusts or believes salespeople, everyone loses!**

How to be the salesperson people like, trust and believe! In the World Economic Councils meeting world business, government and economic leaders stated the biggest threat in the world today is the reality that people do not trust companies or institutions.



I'm Mike Moore and I'm not another sales trainer who'll teach you how to end up looking, acting and sounding like a salesperson, because no one wants to talk to a salesperson today. I will teach you how to understand today's homebuyers, so you can truly connect and communicate with them in ways that will cause them to want to invite you to be their guide. I will show you how to develop the attitudes, skills and actions to allow you to help, serve and do what's best for each of today's homebuyers.

See Moore: <http://mooreleadership.blogspot.com/>

- › Two hour session with one 15-minute break
- › Light breakfast will be served

### Cost Per Seminar

- › BIA-SD SMC member price – **FREE**
- › Join SMC and get this FREE – \$80
- › BIA-SD regular member price – \$45 per seminar

### Reserve

[bit.ly/MooreSMC\\_3](http://bit.ly/MooreSMC_3)

### Location

Pardee Homes Design Center  
11321 El Camino Real, SD 92130

**Get there earlier to enjoy breakfast and networking!**



**BIA SMC**

Building Industry Association  
of San Diego County  
Sales & Marketing Council

**JOIN SMC TODAY!** Questions? email us at:  
[SMC@biasandiego.org](mailto:SMC@biasandiego.org)