



2013 Sales Management Summit:
Onsite & Online Strategies for
Management Success in New Home Sales

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Presented By



Myers Barnes MIRM
Sales & Marketing Consultant
www.myersbarnes.com
twitter: @myersbarnes



Mike Lyon
Consultant Mike Lyon Group, Inc.
www.doyouconvert.com
twitter: @mikelyon



Bob Schultz
New Home Specialist
www.newhomespecialist.com

Myers Barnes – Mike Lyon – Bob Schultz

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About the Presenters

Myers Barnes, MIRM

Company: Myers Barnes Associates, Inc.

Myers Barnes, a shockwave of energy who has ignited profit-driven performance for countless real estate development companies, home-building corporations and sales organizations, Myers Barnes is the ultimate new home sales educator. It's no secret why.



As one of the world's most requested speakers and advisors for new home sales seminars and manager training, he has produced a track record of proven success for achieving profitable sales. A tactical thinker who understands the industry like no one else, Myers uses his trademark energetic style to inform, entertain, and inspire with up-to-the-minute insight.

The best-selling author of six books, including the innovative playbook for success, *Secrets of New Home Sales Negotiation*, Myers is an American original. He's also a rare combination of licensed general contractor and broker who doesn't just talk about the business of selling homes - he lives it.

Engaging, enthusiastic, and overflowing with fresh ideas, Myers Barnes delivers tried-and-true strategies for success alongside pioneering and profitable solutions.

Learn more about Myers at www.myersbarnes.com or follow him on Twitter @myersbarnes



Mike Lyon

Company: Mike Lyon Group, Inc.

Mike Lyon has "real world" knowledge and first-hand experience in the realm of online marketing and sales for homebuilders. He delivers his information from the trenches and draws from his diverse background in online advertising, digital design and internet sales.

With his energetic and entertaining speaking style, Mike has brought to life the topics of internet marketing, sales and technology at events across the country. He is a highly sought after consultant and has contributed to the success of homebuilders and real estate companies all across the nation.

He is the bestselling author of *Browsers to Buyers: Proven Strategies for Selling New Homes Online* and the recently released *Social Media Guide for Real Estate*.

Learn more about Mike at www.doyouconvert.com or follow him on Twitter @mikelyon.

Bob Schultz,

Company: New Home Specialist



Bob Schultz, MIRM Fellow, CSP, is an NAHB Legend of Residential Marketing, Marketing Director of The Year - Large Volume, Excellence In Education Award Lifetime Achievement recipient, and is recognized by Builder Magazine on its Power On 50 List - One of The 50 Most Influential People In Home Building - the only sales and management consultant ever so honored.

He is the author of The Official Handbook For New Home Salespeople & Smart Selling Techniques, and the originator and producer of New Home Sales Boot Camp® and Serious Sales, Marketing & Profit Management(SM) programs, the industry's longest running, gold standard in training.

The National Speakers Association has awarded Bob its highest earned award, Certified Speaking Professional. He is a unique combination of substance and style. For more than four decades he has been a new home sales and management systems visionary and innovator.

Globally, from Australia to India and all across North America, through the housing recessions of the early 70's and 80's and more currently during this extended downturn; he has helped thousands of builders, developers, financial institutions and sales professionals around the world to increase sales revenue and reduce unnecessary costs, and to create transformational turnarounds.

His concepts and systems are often imitated, but never equaled. The industry's recognition of Mr. Schultz's experience, depth and breadth of marketing, sales development and management expertise is unparalleled.

Learn more about Bob at www.newhomespecialist.com