

# Build Your Competitive Advantage

November 9, 2023

Delta Hotels by Marriott - Thornton, CO



Mountain States Lumber and Building Material Dealers Association will be conducting a **Marketing Program: Build Your Competitive Advantage** at the Delta Hotel Marriott - Thornton, CO. Workshop hours are 10:30 a.m. to 4:00 p.m. Lynne Jensen-Nelson will be the Conference speaker. Through her skills in keynote speaking, workshops, and business strategy, Lynne transfers key lessons learned from her years of professional experience to organizations across the country.

## Stand Out in a Crowded Marketplace and Don't Compete on Price!

We have entered a new way of operating as an industry, a community, and a business. Every single selling opportunity must be maximized. It's more important than ever to create an effective sales process to help your customers move forward with confidence. Learn strategic optimization techniques specifically for the construction and home improvement industries:

- Capitalize on influential new buyer demographics
- Understand the most common sales objections (HINT: it's NOT always about \$\$\$)
- Apply motivational sales techniques and proven leadership methods
- Create clear points of differentiation to set you apart from the competition,
- Deliver solutions that meet the current and future needs of your customers

**Fees: MSLBMDA Members: Rate of \$275 per attendee - includes lunch**  
**If you register 4 or more, you will receive a \$50 discount per attendee**

**Non-Members: \$575** and must be paid in advance

**Meeting Location: Delta Hotels by Marriott**

10 East 120th Ave, Thornton, CO / 303-452-4100

Conveniently located off I-25 - Complimentary Parking

**Important, Register Now!** Cancellations not received within 72 hours of the conference will forfeit their registration fees.

### Who Should Attend:

- Contractor Outside Sales
- Inside / Sales Support
- Sales Managers
- Store Managers

***This session is action packed with the sales strategies needed to not only survive these unprecedented times but THRIVE well into the future.***

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Number of Attendees \_\_\_\_\_

Amount Due \$ \_\_\_\_\_

Company \_\_\_\_\_

Email: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Submitted By \_\_\_\_\_

**Please Return To:** MSLBMDA - Email: [stephanie@mountainstateslumber.com](mailto:stephanie@mountainstateslumber.com)  
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