



WEBINAR

STRATEGIES FOR SELLING TO THE “GREEN” COMMERCIAL BUILDER

Tuesday, June 23, 2009, 2:00 – 3:00 pm Central Time • \$139 per logged on computer

“It’s not easy being green,” crooned Kermit the Frog pensively, and continued “When green is all there is to be...it could make you wonder why, but why wonder?...It’ll do fine.” So, like Kermit, relax. Here’s some help finding your way forward and making inroads into the growing “green” commercial builder market segment. This webinar will cover

- Elementary language that sales personnel need to communicate within their companies, on the one hand, and with builders’ decision makers on the other.
- Six basic criteria used in determining whether a product or service is “green.” Builders will be asking questions up front, so be prepared.
- Five questions that eco-friendly commercial builders ask that conventional builders don’t know to ask.
- Three basic marketing elements that your company must have in place before trying to sell to this emerging market segment.

This 60-minute webinar is jam-packed, so be prepared to *focus* on how to effectively sell to ecologically conscious commercial builders.

The presenter, Steve Monroe, CGP, is the founder of SME & Associates, a marketing firm in Jamestown, North Carolina, and has worked for almost 30 years with builders and their suppliers. He is the author of *Selling to Builders*, (available through the NAHB website), and two new books to be released in January 2010: *Selling Green in a Black and White World*, and *Marketing Essentials for Green Builders*. He has taught many classes for the North Carolina Home Builders Association and he will be speaking at the 2010 International Builders’ Show on green building.

The webinar is being hosted by Turnkey Programming. Prior to the webinar, you’ll be contacted by them with the webinar phone number, password, and instructions for logging onto the website to view the webinar live. To take the greatest advantage of presentation, gather your pertinent staff around the computer (or LCD projector and screen) and use a speaker phone.

REGISTRATION **Yes,** please sign me up for the webinar on Tuesday, June 23 at 2:00 pm Central Time. Payment must be received prior to the start of the webinar.

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