

Build Your Competitive Advantage

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

February 22-23, 2023

Embassy Suites - Hillsboro, OR



Wednesday, February 22

12:00 pm Welcome Luncheon

1:15 pm **Build Your Competitive Advantage - Lynne Jensen-Nelson**

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

4:00 pm **Supplier Networking and Tabletops**

6:00 pm **Evening at Top Golf**
Food and Beverages included

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.

Thursday, February 23

Breakfast on own

9:00 am Lynne Jensen-Nelson continues

11:30 am Adjourn



Nationally recognized business leader and highly sought-after keynote speaker, Lynne Jensen-Nelson uses her 20+ years in the construction industry to help organizations thrive. The power-packed combination of her extensive experience in front line sales, executive corporate leadership, and successful business ownership shaped her competitive advantage. This front row seat to what works and what doesn't for companies in the construction industry allows Lynne to successfully guide others to reach peak performance. She founded Conversion-omics Speakers & Consultants for the sole purpose of education through inspiration. 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.

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