

# Build Your Competitive Advantage

February 22-23, 2023

Embassy Suites Hillsboro - Hillsboro, OR

Western Building Material Association will be conducting a Marketing Conference: Build Your Competitive Advantage at the Embassy Suites - Hillsboro, Oregon. 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.

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

**Who should attend?** This Conference focuses on Sales Strategies. Anyone involved in sales will benefit by attending this Conference. (Contractor Outside Sales, Inside Sales, Sales Managers, Store Managers, etc)

**Fees:** **WBMA Members: Rate of \$295 per attendee - includes lunch, food & beverage at Top Golf**  
Regular registration fee is \$395, members receive \$100 discount courtesy of WBMA Training Fund

**Discount: If you register 4 or more, you will receive a \$50 discount per attendee**

**Non-Members: \$695** and must be paid in advance

### **Meeting Location and Hotel Accommodations: Embassy Suites by Hilton Hillsboro**

9355 NE Tanasbourne Dr, Hillsboro, OR 97124 / 503-718-0007

Conveniently located off Hwy 26 - Complimentary parking

Call or email Stephanie at the WBMA office to get the link for our \$189 room rate.

**Important, Register Now!** Reservations will be accepted on a first come, first served basis.

Cancellations not received within 72 hours of the conference will forfeit their registration fees.

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

Attendee \_\_\_\_\_

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

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

Company \_\_\_\_\_

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

Address \_\_\_\_\_

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

**Please Return To:** Western Building Material Association - Email: [stephanie@wbma.org](mailto:stephanie@wbma.org)  
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