



BUILDING A WORLD CLASS LEASING AND SALES TEAM

Thursday, September 20
Martin's Crosswinds
7400 Greenway Center Drive
Greenbelt, MD
8:30am-12:30pm



ABOUT THE SEMINAR

“Gerry Layo presented the best sales program that I have ever heard,” claims PMA Executive Vice President Tom Cohn. He is so confident in the quality of the program and the guidance that Layo will present at the September 20 program (Martin’s Crosswinds, Greenbelt, MD) 8:30am-12:30pm, that PMA is offering a money-back guarantee to anyone who attends but leaves disappointed.

This half-day interactive workshop is designed with senior executives, property managers, leasing managers, leasing agents, Associate Members and business leaders in mind. The material presented differs in content, style and effectiveness from the traditional leasing/sales seminars presented by nationally known apartment marketing experts whose messages tend to focus on motivation and selling amenities. Gerry’s program is about effective sales techniques focusing on selling the benefits of a product/service/apartment community that have the most meaning and application to prospects. Gerry will customize the presentation to recognize the needs of apartment professionals by secret shopping a number of different types of apartment units prior to coming to Washington.

The session focuses on the 5 main areas each company must focus on in order to “Build a World Class Leasing/Sales Organization.”

1. How to FIND the right people for your sales team.
2. How to GET THEM to join your team (without paying a King’s Ransom).
3. How to GET THEM PRODUCING early.
4. How to GROW THEM into top producers.
5. How to KEEP THEM on your team.

This workshop is powerful, content-rich and full of great take-away ideas for immediate implementation. It is a great session to have the director or property management and the sales leaders (VP Sales, leasing managers, leasing consultants etc.) attend. The session is designed and delivered in a no-nonsense style that lets attendees know that Gerry has been in their shoes and knows what it takes to get the job done.

The cost to attend is \$145 per member and \$175 per nonmember. Reserve online at www.pma-dc.org or complete and return the reservation form enclosed. This will be the best selling seminar that you have ever attended.

Building a World Class Leasing and Sales Team

Thursday, September 20, 2007, Martin’s Crosswinds, 7400 Greenway Center Drive, Greenbelt, MD

8:30am-12:30pm

Name: _____

Firm: _____

Address: _____

_____ ZIP _____

Phone: _____ FAX: _____

Attendees:

Complete and return with payment in full to: PMA, 7900 Wisconsin Avenue, Suite 305, Bethesda, MD 20814. Fax: 301-907-9326. Reserve or join with a credit card (AmEx, Visa, MC)

Credit Card Number: _____ Expiration Date: _____

Security Code: _____ Name on Card: _____

Cancellations must be made by Sept. 14 in order to receive a refund or avoid a no-show charge.