

EDUCATION CLASSES IN MAY



Instructor:
Beverly Koehn
CGR, CGB, CAPS

Negotiating Skills

Tuesday, May 25, 2010
8:30 a.m. - 4:00 p.m.

Sales & Marketing*

Wednesday, May 26, 2010
8:30 a.m. - 4:00 p.m.

A Texas native, Beverly Koehn started her career 20 years ago selling homes on site for builders. As her career took off, Beverly moved into customer care management and training. Today, Beverly helps clients enhance the total customer experience not only in the sales venue, but throughout the entire company. Her passion for excellence engages her audience and moves people to act on their training.

Beverly has received numerous industry honors including Marketing Director of the Year, Associate Legend Award and Associate of the Year Award. She is a master instructor for the NAHB University of Housing, and holds seven professional industry designations including GMB, CGA, CGR, CGB, CAPS, MIRM, and CMP.

CLASS DESCRIPTIONS:

Negotiating Skills

We all negotiate daily with customers, employees, subcontractors, suppliers, and government officials. Negotiation skills often spell the difference between profit and loss, stress and success. Hone your skills at this hands-on class that provides a practical approach to interpersonal problem solving with a combination of lectures, exercises, and role-playing, this course teaches strategies for specific negotiating situations, and builds confidence in the achievement of mutually satisfactory results.

Course fulfills requirements for those individuals working toward the following designations:

- Certified Graduate Associate (CGA)
- Certified Graduate Remodeler (CGR)
- Certified Graduate Builder (CGB)
- You will earn 6 CEUs for Alaska Builder Residential Endorsement License

Sales and Marketing*

Residential Construction is a highly competitive service industry. To survive and thrive in today's business environment, construction industry professionals require a constant supply of leads and clients. This course will help build positive reputations and contented customers in their communities. Learn about the entire sales and marketing cycle, from generating leads to closing a sale.

Course fulfills requirements for those individuals working toward the following designations:

- Certified Graduate Associate (CGA)
- Certified Graduate Remodeler (CGR)
- Certified Graduate Builder (CGB) -- continuing education credit
- Master Certified Sales Professional (Master CSP)

*Actual course name "Sales & Marketing for Remodelers"

\$100 per class MEMBERS and \$200 per class NON-MEMBERS

CLASSES HELD AT 8301 SCHOON, STE 200

To register, please call the AHBA office at (907) 522-3605.

ANCHORAGE HOME BUILDERS ASSOCIATION, INC.

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