



Re-Inventing Your Business

Shifting Your Sales Strategy

NRMLA 2023

Your Session Leaders



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Strategies to reach the other 97%

Quick Hits – B2C

- *Mailers*
- *Purchase Leads*
- *Tradeshows*
- *Local Consumer Events*

Long Term Results – B2B

- *Business Partners*
- *Community Expert*
- *Local Networking*
- *Create Synergies with other Professionals*



Be the Expert

- ✓ *Have a Plan*
- ✓ *Know your Audience*
- ✓ *Message to your Audience*

Owning YOUR Market

- ✓ MBA
- ✓ Chamber
- ✓ Rolodex Maintenance
- ✓ Kitchen Cabinet





Forward and Reverse

- ✓ Incorporating
- ✓ Selling
- ✓ Purchase

Partnering & Message

Financial Advisor

- ✓ *Assets under Mngmt*
- ✓ *Gifting*
- ✓ *Sell vs Stay*

Realtor

- ✓ *Increase Purchase Power*
- ✓ *Increase Commissions*

Builder

- ✓ *Upselling Amenities*
- ✓ *Increasing Upgrades*

Attorneys

- ✓ *Silver Divorce*
- ✓ *Estate Planning*
- ✓ *Retirement & Pension*

Aging in Place

- ✓ *In Home Care*
- ✓ *Home Remodel*

SUCCESS

A group of four people are seated around a table in a meeting. The image is overlaid with a teal grid pattern. A teal horizontal bar is positioned below the 'Q & A' text, and a teal rectangular box is positioned below the 'NRMLA 2023' text.

Q & A

NRMLA 2023

A group of four people are seated around a table in what appears to be a meeting or collaborative work environment. The image is overlaid with a semi-transparent teal filter. The text 'Thank you!' is centered in white, followed by a thin orange horizontal line. Below the line, the names 'Scott, Jim and Mel' are written in a white, italicized serif font. At the bottom, a teal rectangular box contains the text 'NRMLA 2023' in a white, bold, sans-serif font.

Thank you!

Scott, Jim and Mel

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