



# BRING YOUR SALES TO THE NEXT LEVEL

**THINK LIKE A CONSUMER** / **ACT LIKE A RETAILER**

**FRIDAY, JUNE 22, 2018**

Bellagio Event Venue  
8540 Jane St, Concord, ON L4K 5A9

**FEATURING  
RENOWNED  
TRAINER**

**JANE MEAGHER**  
President, Success Strategies



If you've ever thought that your customers don't want to "spend" more money. Then you're completely right. But here's what you may not know:

- The profile of the Canadian consumer is changing.
- Today's buyers are better educated, more sophisticated, better travelled, more adventurous and more discerning than ever before.
- Today's new home buyers in particular crave control, choice and the opportunity to invest in options that respond and cater to their personal preferences and needs.

Furthermore, they've got the buying power and discretionary income to prove it. How can builders, design and décor professionals prepare and excel in this new reality?

Join us for a day of intensive training on how to act like a retailer, think like a consumer, deliver an amazing customer experience while creating greater profits from décor centres as homebuyers customize their homes.

## AGENDA

8:30 a.m.	Continental Breakfast
9:00 - 9:30 a.m.	Welcome
9:30 - 11:45 a.m.	10 Irrefutable Rules of Retailing (incl. a 15 min break)
11:45 a.m.	Lunch
12:45 - 1:30 p.m.	Design Studio Foundations
1:30 - 3:30 p.m.	What Buyers Want: The 6 Strands of Customer Expectations
3:30 - 4:30 p.m.	Ask Jane Live

**Full seminar details on page two. Full course material is provided. All food and beverage throughout the day is included.**

## OUR SPONSORS

### CORPORATE SPONSOR



### SPONSORSHIP OPPORTUNITIES

- BREAKFAST SPONSOR. \$1,000
- LUNCH SPONSOR \$2,500
- REFRESHMENT BREAK SPONSOR (2 AVAILABLE). \$500

**REGISTRATION FORM** / CANCELLATIONS MUST BE RECEIVED IN WRITING BY JUNE 4. SUBSTITUTIONS WILL BE ACCEPTED.

CONTACT NAME FOR THIS ORDER

COMPANY

EMAIL

PLEASE SEND FULL PARTICIPANT LIST, INCLUDING EMAIL ADDRESSES, TO [EVENTS@BILDGTA.CA](mailto:EVENTS@BILDGTA.CA)

**BILD & OHBA MEMBERS ONLY**

**HALF-DAY (AM)**  **\$175.00 + HST**

**SPONSORSHIP** \$

Please charge my credit card.

**FULL DAY**  **\$250.00 + HST**

**TOTAL PRICE** \$

VISA  MasterCard  American Express

NAME ON CARD

CARD NUMBER

EXP. DATE

SIGNATURE



## The 10 Irrefutable Rules of Retailing

### MORNING SESSION (HALF DAY)

Your design studio is a store that sells the most expensive product someone can buy: a brand new personalized home. This eye-opening, paradigm-shifting program will teach builders how to think like retailers by exploring and deploying what leading retailers are doing today to respond to how today's consumer wants to shop, live, and buy. Jane reveals the 10 Irrefutable Rules of Retailing which will have far-reaching impact for many areas of your homebuilding business, way beyond the design studio. You'll leave with eyes wide open, so you can get clear on what you need to do to compete in today's world, and you'll be motivated to leap into action and come out a winner.



### AFTERNOON SESSIONS

#### Design Studio Foundations

Jane will review Design Studio Basics such as the fundamentals of consumer purchase psychology, proper design studio terminology, basic decision-making theory, and design studio selling concepts.



#### Understanding Today's Buyers – What They Want and How to Give It to Them: The 6 Strands of Customer Expectations

Explore the 6 interwoven strands of consumer expectation to learn how to understand what buyers want, and to improve how we, as builders, give it to them. These insights will lead to better solutions that will maximize per-home revenue, support best-in-class procedures and an efficiently run company, and delight buyers with their new home personalization.

#### The Six Strands of Customer Expectation



This interactive Q and A session gives you a rare opportunity to ask your own questions and get answers from the ultimate design studio expert!



#### ABOUT JANE MEAGHER President, Success Strategies

Success Strategies doesn't just create "pretty" design studios, they create smart ones. By blending retail strategy with consumer psychology, Success Strategies helps homebuilders create strategic environments and world-class customer experiences that increase option sales.

As the undisputed US national expert, Success Strategies sets the gold standard of design studio strategy, operations and training. Jane's background in homebuilder marketing is key.

From strategic pricing to policies and procedures, she

connects the dots from the design studio to the wider business, for transformative results. Internationally-acclaimed Design Studio Expert, Jane Meagher, has worked with hundreds of builders in more than 40 states and Canada to increase option sales and improve homebuyer experiences.

Jane's sold-out national conferences and workshops have helped hundreds of homebuilding professionals streamline operations, delight customers and sell more options. She's been a featured speaker at NAHB's International Builders Show for over 15 years, and has been published in many leading industry publications.

#### WHAT OTHERS HAVE SAID

"Our Design team was thrilled to be trained by somebody that understands the Design process. They felt very comfortable asking questions and they are excited to apply what they've learned with our customers." - Michele Scott  
Director Sales & Marketing, Shea Homes

"Thank you...for all of the energy and wisdom you put into your presentation this afternoon. It was incredibly impressive ...everyone in the room was scribbling furiously in an attempt to take down every word." - Denise Dersin, Editorial Director,  
Professional Builder



150+

Unique Design Studios



24

National Awards for Best Design Center from NAHB



120+

Housing Markets across the US & Canada