

# CLOSE MORE BUYERS IN LESS TIME

CRS 202



## Effective Buyer Sales Strategies

Featuring Instructor Chandra Hall



Council of Residential Specialists

The Proven Path To Success

Sept. 28 & 29, 2016

8:30 a.m. – 5 p.m.

Ramkota Hotel, Bismarck  
800 S 3<sup>rd</sup> Street

Sponsored by:

Bismarck-Mandan Board of Realtors®  
701.255.0712

[www.bmbor.org](http://www.bmbor.org)

ND Continuing Education  
Credits: 12 hours

Regis: \$325/members \$375 non-members

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. To win over prospective buyers, you should identify their interests and offer them strategies that make their purchases quick and efficient. This course will teach you how to work with today's new buyer through counseling, salesmanship and negotiation—skills that enable you to earn customers for life.

Upon the successful completion of this course, you will be able to:

- Implement specific prospecting systems to attract buyers
- Communicate effectively with buyer prospects
- Prepare, plan and conduct an effective buyer interview
- Develop successful selling strategies and techniques for the different categories of buyers, including the local and out-of-town buyer (to include showing)
- Ask closing questions and respond to objections
- Demonstrate effective negotiating techniques
- Build a continuing/ongoing base of referral business by using effective customer service techniques

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.

Contact BMBOR at 255-0712 to register for EFFECTIVE BUYER SALES STRATEGIES today or register online at [www.bmbor.org](http://www.bmbor.org)

**ABOUT CRS** The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.



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The Proven Path To Success



For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit [www.crs.com](http://www.crs.com).

# REGISTRATION FORM

CRS 202



## Effective Buyer Sales Strategies

**WHERE:** Ramkota Hotel  
800 S 3<sup>rd</sup> Street  
Bismarck, N D 58504

**WHEN:** September 28 & 29, 2016  
8:30 a.m. – 5 p.m. each day

Name \_\_\_\_\_

NRDS# \_\_\_\_\_ License# \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**REGISTRATION FEE:** Member \$325 (by Sept. 21)      Non-Member \$375  
Sept. 21 and after: \$375      Sept. 21 and after: \$425

Method of Payment:  MC    Visa    Disc    AmEx    Check

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Signature: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

### WAYS TO REGISTER:

1. [Register online](#)
2. Fill out the above information and mail to:  
BM BOR, 318 W Apollo Ave.,  
Bismarck, ND 58503
3. Fax to 701-223-8746

**CANCELLATION POLICY:** Full refund less \$25 processing fee if written cancellation received by Sept. 21, 50% refund less \$25 fee if cancellation received by Sept. 26. No refunds after Sept. 26.

Please call 701-255-0712 for any questions.



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