

# 2015 SMC SALES AND MARKETING EDUCATION TRACKS

## SALES TRACK

<b>#1 NEW HOME CONSTRUCTION 101</b> ONSITE: LEARN THE BASICS OF THE NEW CONSTRUCTION PROCESS	April 27 <sup>th</sup> , 2015 8:45am - 10am 4 Seasons at Silver Maple, Middletown
<b>#2 MASTERING THE MEET AND GREET</b> STRATEGIES AND TECHNIQUES FOR BUILDING CONSUMER RELATIONSHIPS AND TRUST FROM DAY 1	June 25 <sup>th</sup> , 2015 3:45pm - 5pm Wild Quail Country Club, Dover
<b>#3 NEW HOME CONSTRUCTION 102 FOR SALES</b> ONSITE : GAIN FURTHER KNOWLEDGE ON NEW AND GREEN BUILDING PRACTICES	Sept. 3 <sup>rd</sup> , 2015 Stonewater Creek, Millsboro

## MARKETING TRACK

<b>#1 CREATING MARKETING VIDEOS THAT WORK</b> LEARN HOW VIDEOS CAN BUILD YOUR BUSINESS AND INCREASE SALES	March 5 <sup>th</sup> , 2015 8:45am - 10am Bishop's Landing, Millville
<b>#2 CREATING A MOBILE MARKETING STRATEGY</b> LEARNING HOW TO USE NEW TECHNOLOGIES TO EXPAND YOUR MOBILE PRESENCE	Oct. 1 <sup>st</sup> , 2015 3:45pm - 5pm Odessa Nat'l Golf Course, Odessa
<b>#3 UNDERSTANDING WEBSITE ANALYTICS</b> QUICK TIPS TO DEMYSTIFY YOUR GOOGLE ANALYTICS IN 15 MINUTES OR LESS A WEEK	Nov. 12 <sup>th</sup> , 2015 8:45am - 10am New Penn Financial, Dover

JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE												
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