



REALTORS® COMMERCIAL ALLIANCE (RCA) — The commercial division of NAR



## Register Today for the RCA's November 19 Webinar – “How to Win Competition”

This is the most competitive market we have faced in our careers. With many fewer projects and more competitors than ever how do you win in a market like this? In this session Bob Potter, author of [Selling Real Estate Services: Third Level](#) [Secrets of Top Producers](#) and *Winning in the Invisible Market: a Guide to Selling Professional Services in Turbulent Times* will share his research into how and why clients choose winners among competitors and how “Third Level” producers win in any market.

Bob Potter is the managing principal of [RA Potter Advisors LLC](#), a marketing and sales strategy consulting practice for real estate service providers. Bob received his B.A. degree from Santa Clara University and his M.B.A from UC Berkeley.

### Webinar Takeaways:

- Learn the ten reasons why clients choose you
- Understand client decision patterns and how to navigate the competitive decision
- Find out why decision based upon price are self inflicted
- See the mistakes even seasoned providers make when trying to differentiate themselves
- Learn how to accelerate your message and your relationships to create maximum preference

**When:** Thursday, November 19, 2009

**Time:** 12:30 PM EST/11:30 AM CST/9:30 AM PST

**Duration:** 1 hour with Q&A

**Location:** Anywhere you have a computer, phone and internet connection

**Cost:** **FREE!**

**How to Participate:** [Register today](#). You will receive a WebEx email confirmation that will provide you with participation instructions. Registration is first-come, first-served and limited to 200 attendees. **The registration deadline is Wednesday, November 18, 2009.**

**For More Information:** Contact the RCA at 800-874-6500

# CONNECTIONS COUNT



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