

## *News Release*

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### **“Sales Security in an Insecure World”**

CHICAGO, IL – Rick Davis, president of Building Leaders, Inc., will host the breakfast seminar, “**Sales Security in an Insecure World**” during the 2009 International Builders’ Show in Las Vegas on Thursday, January 22, 2009. Space-limited participation in the inspirational session is available by advance registration and will be held at the Las Vegas Country Club.

The educational session is being sponsored by Performance Brick™, an environmentally-friendly panelized facade product for interior and exterior applications, and Paradigm new construction and replacement windows. Registration to the event (which is \$49.95 per person) includes a continental breakfast starting at 7:30am, followed by a 75-minute presentation by Davis, and concludes with time for individual questions and answers, along with walk-away materials. Registration information is available at [www.buildingleaders.com](http://www.buildingleaders.com) or by calling 773-769-4409.

“These are obviously difficult economic times,” says Davis, author of the book, *Strategic Sales in the Building Industry*. “Salespeople and sales managers traveling to Las Vegas for this international convention deserve a presentation that enables them to walk away with business-building ideas and the ability to take positive actions in a negative economy. This laser-focused program will do just that. We are so confident that this program will change a person’s career outlook that we’re offering a money-back guarantee.”

The information-packed seminar includes techniques for sales people to position themselves for growth plus exclusive concepts in psychology and self-awareness developed by Davis specifically for the building industry. Key career-building concepts focused on during the seminar will include developing a business theme for your career,

contributing to your organization like a subcontractor by exceeding client/employer expectations and fostering stronger relationships with internal customers.

“This session provides valuable business-building tips to salespeople and leaders in the building industry who are dealing with the stressful obstacles of the downward-spiraling economy,” says Davis. “We plan to show attendees how to ‘train your brain.’ Just as great athletes train their bodies, great business people must train their brains. We teach business people how to do this to achieve positive results even in an insecure marketplace.”

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. The company offers the DriveTime Diploma Series of audio sales training and the book “*Strategic Sales in the Building Industry*” written by company president, Rick Davis.

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**SPECIAL MEDIA INVITATION:**

A limited number of complimentary seats at this seminar have been reserved for working members of the media attending the 2009 International Builders’ Show. To reserve a space, contact Kathy Ziprik at 828-890-8065 or [kziprik@aol.com](mailto:kziprik@aol.com).