



National Association of Residential Property Managers



2016 Annual Convention Call for Presentations

October 19-21, 2016

Proposed workshops/breakout sessions are now being considered for the 2016 NARPM® Annual Convention. The NARPM® Convention boasts an attendance of approximately 850 professionals and qualified residential property managers. The attendees include company owners, brokers, managers, executive officers, support staff, and suppliers – including those working with technology, web site, personal assistants and others. Consider becoming a part of the rich NARPM® tradition of sharing professional and business knowledge by submitting a proposal to speak.

As you consider submitting a presentation proposal keep in mind that NARPM® Convention attendees want practical knowledge – give attendees ways to become more effective professionals, information that can be applied or tools that can be put to use, and job aids which are always popular. Theory is useful only when session participants are shown how to use it. Learning is not a passive activity. Give yourself a break—let others help do the talking. Attendees usually learn best when they are doing, not only when they are listening. Involve participants by asking questions, using exercises, and other activities.

All NARPM® members are invited to submit proposals for Convention Presentations using this form. **The professional submitting this proposal for the program is responsible for contacting all co-presenters and for all details including proposal submission, communication with co-presenters, presentation format and audio-visual requests.** The Association will provide a screen and projector for sessions needing them. **You must provide your own laptop for any PowerPoint presentations.** The Association will determine if and what type of microphones will be used in each session. Requests for additional audio/visual equipment will be considered on a case-by-case basis. Internet access in the meeting space is not provided by NARPM®. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**

- * **Proposals must be received by NARPM® no later than March 8, 2016.**
- * **Notification of acceptance will be made no later than April 12, 2015.**

Submission Guidelines and Information

Types of Breakout Sessions

Workshop A presentation in which a particular issue is explored in depth (can vary in length from 1 to 1 ½ hours depending on convention schedule)

Panel Discussion A 1½ to two-hour session (depending on convention schedule) in which a particular issue is explored by a panel with audience participation

Note: We reserve the right to change your presentation format and/or length, if necessary, in order to balance the convention program. If this becomes necessary we will contact you.

The Convention Program Sub-Committee will review all proposals. Proposals **must be typed**, with all information filled out completely. This form has data entry sections to complete the information. The submitter must sign all submissions [an electronic signature is acceptable]. Incorrect, hand written or incomplete submissions will be returned and not considered until properly submitted. NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.

Fax your completed proposal to 866-466-2776 or e-mail to conventioninfo@narpm.org.

Title of Presentation: This title will be used in the Registration Brochure and On-site program. Limit the title to 150 characters, including spaces and punctuation. The title should be descriptive and eye-catching. PLEASE ENTER THE TITLE IN THE FORM FILL BELOW AND CHECK THE APPROPRIATE BOXES.

Predictable Revenue: The Playbook For Building a High Velocity Sales and Marketing Machine

Format:	<input checked="" type="checkbox"/> Workshop	<input type="checkbox"/> Panel Discussion	<input type="checkbox"/> Other
Category: (Check all that apply)	<input checked="" type="checkbox"/> Small Company <input checked="" type="checkbox"/> Technology <input checked="" type="checkbox"/> Tools and/or Forms <input checked="" type="checkbox"/> Professional Advice	<input checked="" type="checkbox"/> Large Company <input checked="" type="checkbox"/> Office Procedures <input checked="" type="checkbox"/> Skills <input checked="" type="checkbox"/> Marketing	<input checked="" type="checkbox"/> Personal Development <input type="checkbox"/> Legal <input checked="" type="checkbox"/> Management

Presenter(s) Information

Presenter Listing: List submitter's name first. For each presenter (maximum of 4), list name, NARPM® membership status, address, zip code, phone and fax numbers, and email address.

Speaker:

Jordan Muela, CEO - [LeadSimple](#)
NARPM Affiliate
PO BOX 1354
Brush Prairie, WA 98606
1-888-626-3259
jordan@leadsimple.com

Speaking Experience:

Regular NARPM speaker at state, regional and national on the topic of sales and marketing for property managers.

Author of, "[The Smart Property Managers Sales Course](#)".

No NARPM positions held.

Session Description

What would it take for your sales team to generate as many high-quality leads as they can handle, create predictable revenue, and hit your growth goals without your constant oversight?

Doubling the size of your business isn't about luck, connections or working harder. It's about using the same template that high growth companies employ to achieve and sustain triple digit growth year after year.

In this workshop you'll learn how to build an automated sales and marketing machine that marries new technology with innovative techniques to create a predictable growth engine.

Some of what will be covered:

1. **Organic vs Paid Lead Gen** - Setting the record straight by taking a bird's eye view of what we see working in the marketplace. Set your strategic priorities before spending a dollar.
2. **Why Most Marketing Fails** - The seven fatal mistakes brokers make time and time again.
3. **Maximum Referral Marketing** - How to get your business to market itself and create incentives that actually get people talking about your company.
4. **Building a Sales Team** - Hiring, training and managing a sales development team.
5. **Negotiations, Objections, and Closing** - How to develop a soft script that converts skeptics into buyers.
6. **Effective Sales Collateral** - Equip your team with the right sales materials to pull prospects toward the sale.
7. **Advanced Lead Nurturing** - Keep harvesting your leads well past the initial point of contact.

This session will help you get past plateaus and get off the up and down rollercoaster of sales results. There is a process. Growth can be predictable.

Presenter Contract

On my (and my co-presenters) behalf, should this proposal be selected, I (we) agree that:

1. Individual submitting this proposal and signing this form agrees to receive all convention correspondence and accepts responsibility for conveying convention-related information to co-presenters.
2. NARPM® reserves the right to videotape and/or audiotape this entire presentation (no partial taping) and distribute the tape for sale for educational purposes. By submitting this proposal to speak you are agreeing to be video/audio taped.
3. **There is no honorarium or reimbursement to workshop presenter(s).**
4. Provide bios, and audio/visual requests using the instructions in the Speaker Guidelines (which will be sent if your proposal is selected.)
5. NARPM® **requires** that all handouts/presentations be provided electronically to staff by the deadline specified to be included on the Convention Micro-site so that they can be downloaded/printed by attendees prior to the convention.
6. **If you are attending any Convention sessions/events other than your own session, the presenter(s) is responsible for registering and paying Convention registration fees.**
7. Presenter must receive prior approval from NARPM® for any survey or data collection at the Annual Convention or for any advertising/promotion/marketing of any products or services.
8. **It is understood that "selling" a product or service from the stage is prohibited and will result in not being accepted to speak in the future.**

9. **Individuals submitting or included within this proposal have agreed to be present in Maui, Hawaii during the core dates of the NARPM® Convention and conduct this proposed presentation according to the conditions listed above during the specific time slot assigned by the program sub-committee.**

Agreed: **Jordan Muela**

Date: **3/8/2016**



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