

The Leading **EDGE** Luncheon & Sales Training

featuring:

Keynote Speaker
**Governor
Linda Lingle**

2007 recipient of SMEI's
Salesperson of the Year

When	Where	SMEI Members:	\$99
Tuesday, Dec 8th	The Kahala	Non-Members:	\$125
at 10:30 am	Hotel & Resort	Students:	\$75

RSVP Friday, Dec 4 smeihonolulu.com **(808) 942-7000**

Registration **10:30 am**

Lunch – Keynote **11:30 am**

Excellence *by Milton Sgarbi – St. Regis Princeville* **12:30 pm**

As Starwood's top-rated brand, standards of expectation and service delivery are high. See first-hand how luxury survives a down-market while retaining clients who have a high expectation on excellence.

Differentiation *by Roxanne Darling – Barefeet Studios* **1:30 pm**

With the increased growth of social media, those who do not adapt will be at an increasing disadvantage. Learn business strategies on how to stand out in the crowd and actively engage with tomorrow's prospects.

Growth **2:30 pm**

In this environment, great opportunities are often brilliantly disguised as impossible situations. Gain views on market highlights and valuable insight on the growth potential even in a down local economy.

Empowerment *by Dave Wilkinson – Sandler Training* **3:30 pm**

Strategic planning falls short without the action needed to put it in place. Set smart goals for your business growth and construct your own 30-second commercial as your tool to see it through.

Closing **4:30 pm**

No-Host Cocktails **5:30 pm**

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