



DO YOU KNOW YOUR CUSTOMERS?

Please join **BILD's Design and Décor Management Committee** as they proudly present, **Do you know your customers?** You will hear from Willis' Mike Hetherman on two distinct types of consumers in today's market and learn how to upsell these consumers for add-on items in builder-developed homes.

This presentation will compare the two very distinct types of consumers – the NEO and the Traditional – and how they are powering our economy. Discover why targeting one versus the other will drastically change your sales, marketing and pricing strategies forever.

With an increasing distinction between these two types of consumer, this presentation will highlight how to market to their preferences. This not only includes marketing a product, but marketing features of a product as well. We'll get into the minds of the individuals who are inclined to spend and outline their motivation to buy.



Mike Hetherman is the President, owner and CEO of Willis: a North American distributor of globally branded building materials including Corian® solid surface, Corian® quartz, Arpa High Pressure Laminate, FENIX NTM® and Artisan sinks & faucets. For over 50 years, Willis has established a strong presence in the building supply and architectural communities. Mike has been a prominent voice in the design community, being sought after for his global design insights which have been developed throughout his 25+ year tenure as a CKD.



Hosted by



This free educational event will be presented on:

THURSDAY, APRIL 12, 2018

5:30 - 8:00 PM

LOCATION:

MY DESIGN STUDIO

20 HANLAN ROAD, UNIT #19

VAUGHAN, ON L4L 3P6

MEMBERS ONLY

FREE FOR BILD AND OHBA MEMBERS ONLY

REFRESHMENTS INCLUDED

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