

# Winning *The Buyer:*

## *The Secret to Buyer Conversion*

Speaker



**Chris Grano**

Speaker



**Ric Miranda**



Thursday, July 31st



1:00pm



Naperville Training  
Room OR Hybrid

In today's competitive market, buyers have more options – And higher expectations – Than ever. A strong buyer presentation sets the tone for the entire client relationship and positions you as the trusted expert from day one.

In this session, you'll learn how to:

- Structure a buyer presentation that informs, engages, and converts
- Set expectations around market conditions, timelines, and communication
- Present your value as an Agent and demonstrate your expertise
- Use visuals and tools to guide the conversation
- Handle common buyer objections with ease

