



Empowering Excellence in  
our Communities

# ACE:

## IF MEN ARE FROM MARS...

**FREE FOR MEMBERS!**

### IF MEN ARE FROM MARS AND WOMEN ARE FROM VENUS, WHERE ARE MY BUYER AND SELLER FROM?

The first step to running a successful business is figuring out what your customer needs and how best to give it to them. Our culture is constantly changing and for this reason what people need often changes with it. In addition, changes in society can give us insights into dealing with customers in a more effective way. In this class we delve into the mind of who our customers are and what they need. Not just what they think they need but things they don't even realize they need. Successful businesses meet customers' needs better than their competitors. Most agents do not recognize what the customer really wants and for this reason they lose the potential lifelong loyalty, and repeat customers they could be developing. Don't let the opportunity to stand out in your industry and develop a real competitive advantage pass you by.



**THURSDAY, SEPTEMBER 11**



**9:00 AM - 11:00 AM**



**ELEGANT STUDIOS EVENT CENTER**

1901 BRANTLEY RD  
FORT MYERS, FL 33907



**Register Today!**

Scan the QR Code  
or visit the Member Portal

A No-Show fee of \$50 will be charged to attendees who have registered for a complimentary class and have failed to cancel or reschedule the registration by 5:00 pm the day prior to the class. In addition to the No-Show fee, cancellations not received within this timeframe will result in the forfeiture of the registration fee. Cancellations can be made through RPCRA's Professional Development Department at 239.936.3537 or email at [education@rpcra.org](mailto:education@rpcra.org).