

Less than 1% of all Realtors earn Master Sales Professional(TM) designation

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We are thrilled and proud to announce that the Floyd Wickman Group has recently acquired the Master Sales Association(TM). Master Sales Professionals(TM) to be certified beginning in 2007.

Home owners and home buyers working with MSPs, Master Sales Professionals(TM), are treated to a higher level of customer service and report a better real estate experience.

Effective January 2007 at the Floydfest Master Sales Event in Chicago, the Floyd Wickman Group will certify attendees as Master Sales Professionals(TM) with the designation MSP.

Realtors and other real estate sales professionals who attend and complete the FULL Master Sales Event training and also subscribe to the Master Sales Association's code of ethics, will receive the MSP designation, a lapel pin and official certificate of authenticity.

What a powerful message to share with your real estate clients that you, as their Realtor, have earned your MSP designation as a Master Sales Professional(TM).

If you have yet to sign up for 2007--you have just a short period of time to do so before this window of opportunity closes and you have to wait another entire year to become MSP certified. Realtors and other real estate professionals may register with the Master Sales Association at MasterSalesAssociation.com

This years Master Sales Event will be devoted to "How to succeed in a slow market. Proven tips, techniques and methods to serve you and your clients. Don't miss this one!

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The Floyd Wickman Group is a family of companies consisting of:

- * Floyd Wickman Team - A real estate sales training organization that teaches the StarMaker program. starmakerteam.com/SMART-Program.asp It continually earns its name by turning average or below average Realtors into star performers.
- * Floyd Wickman Productions - Creation, distribution and sales of print, audio and video media. Sales training content and tools for realtors and other real estate sales professionals.
- * Floyd Wickman Associates - Floyd Wickman's oldest company. Schedules and books speaking, workshop & seminar engagements.

Floyd Wickman has dedicated three decades of his life teaching real estate agents how to be successful. Through his long running Sweathogs(TM) training program (sold in 1999) and its successor the StarMaker S.M.A.R.T.(TM) program, Floyd Wickman has given the tools to success to over 250,000 real estate agents throughout North America and has touched the lives of over one million people.

Floyd Wickman has authored six top selling books, has sold over one million audio programs, and was named one of the 25 most influential people in real estate by Realtor Magazine and the National Association of Realtors. Salesperson Magazine named him 'The Extraordinary Ordinary Man' as he makes the hard stuff look easy. His favorite award is the rare CPAE, Council of Peers Award of Excellence from the National Speakers Association; an honor Floyd Wickman shares with Zig Ziglar, Og Mandino, and Ronald Reagan.

If you have a question or comment for Floyd Wickman, would like him to speak at your event or write articles for your magazine, please visit CallFloyd.com and we will get back to you personally.

[You can find this press release here](#)