



## **The Duncan Group Announces Line Up for Mortgage Industry's Longest Running Event**

*Superstar Company's 2007 Sales Mastery Event Will Help Originators Thrive in Today's Changing Market.*

Duluth, GA, August 24, 2007 --(PR.com)-- The Duncan Group, America's premiere leader for inspiring, teaching, and creating mortgage professionals to sell successfully and live significantly, today announced its full agenda for this year's Sales Mastery, to be held at the Marriott Desert Springs in Palm Desert, California November 7-10, 2007. Successories founder Mac Anderson, Ritz Carlton Founder Horst Schulze, and motivational speakers Tim Templeton, Terri Sjodin and Rene Godefroy will join mortgage industry legend Todd Duncan and many others for what promises to be another resource-packed 4 days to help loan originators continue on their journey to the top.

Todd Duncan, founder and CEO of The Duncan Group said, "In today's volatile marketplace, it is essential that leaders and loan professionals dig deep to find the focus and energy required to put extra effort into everything they do. That's exactly why we picked the 212° theme for this year's Sales Mastery. They need an extra degree of determination and an extra degree of encouragement. One extra degree of effort and effectiveness in the all of the core disciplines of origination could improve production and profits dramatically. More importantly, one extra degree could change their lives." This simple analogy reflects the ultimate definition of excellence. Because it's the one extra degree of effort in business and in life that separates the good from the great... as any past attendee of this premier event can attest.

This year, not only will each attendee receive a copy of 212° The Extra Degree by Sam Parker and Mac Anderson, but one special someone could step down from the stage with a check for \$212,200.

Sales Mastery is the longest running and most attended event in the mortgage industry. For more than a decade, tens of thousands of loan originators have learned key selling, technology, marketing, management, and leadership techniques that have helped them take the guesswork out of success in any market

Early bird registration specials for the event expire on September 15. For more information, visit [www.salesmastery07.com](http://www.salesmastery07.com) or call 866-937-8633.

### About The Duncan Group

Founded in 1991, The Duncan Group ([www.theduncangroup.com](http://www.theduncangroup.com)) is America's premier leader for inspiring, teaching, and shaping mortgage professionals to sell successfully and live significantly. The company conducts High Trust Selling training seminars and conferences based on Todd Duncan's New York Times bestseller of the same name. The Duncan Group also holds some of the most popular sales-focused events in the mortgage industry, including Achieving Leadership Excellence and Sales Mastery, which is the most attended event industry-wide since 1992. For nearly two decades, The Duncan Group has been helping mortgage professionals make smart decisions in how they sell, lead, and build



teams.

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