

Agent for Profit - Sales Technique and Business Planning Workshop

Day 1

- Begin Business Planning
- Introduction to Key Management Numbers
- Psychology of Success
- Setting the Right Attitude to Succeed
- Eliminating Fear
- Appointment Techniques
- Lead Generation
- Working with Circle of Influence
- Database Management
- Working with FSBOs and Expired Listings
- Three-Pronged Approach to Prospecting
- Presentation Technique
- Working with Sellers
- Controlling the Listing Appointment
- Listing Success Plan
- Effective Pricing Techniques

Day 2

- Working with Buyers
- Setting Minimum Standards
- Converting the Incoming Call
- Gaining Loyalty
- Proper Demonstration
- Working with Closing Questions
- Understanding All Types of Closes
- Questioning Technique
- Creating Environments for Closings to Occur
- Forms of Resistance
- Understanding Stalls, Situations and Objections
- Learn to Master Objection-Handling Technique
- Self Management
- Creating Systems to Become More Effective
- Time Management
- Creating Weekly Plans
- Self Measurement and Accountability