

JTM FORMS AND SCRIPTS

A Fresh, Effective Approach to Recruiting and Training New Agents

THE JOURNEY TO MASTERYTM





The Journey To MasteryTM Forms

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www.quantum-management.com Douglas M. Yeaman 1776 Park Ave., #242 Park City, UT 84060 435-649-3998

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By using any of the materials or concepts from and or trainings titled: Journey To Mastery™ (JTM™), S.E.L.L.™, Prestige Home Tour™, Quantum Home Tour™ and Mega™ Openhouse and/or Committing Communication™ their training manuals and associated materials, you accept the terms of this Agreement.

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The names "Journey To Mastery™ (JTM), S.E.L.L.™, Quantum Home Tour™ and Mega™ Openhouse and Committing Communication™" their underlying concepts, procedures, "choreography" and techniques are proprietary and the intellectual property of Douglas M. Yeaman, Quantum Management Systems. Quantum and Douglas M. Yeaman give you, the licensee, the right to use the trade name "S.E.L.L.™, Quantum Home Tour™ and Mega™ Openhouse and Committing Communication™," the prescribed procedures contained in their manuals and training along with the attached documentation subject to the following conditions and restrictions:

You, the licensee, are continuously affiliated with the holder of the "site license" (in this case _______); You use all **Journey To MasteryTM also known as JTMTM** in strict accordance with the following procedures: (1) You keep it confidential except as you actively employ it in your daily work and personal life; (2) You only share your experience of it with others subject to respecting its proprietary nature and agree to only disclose your own personal experience; (4) You agree not to train others in the techniques technologies and procedures; and (5) You agree not to let anyone study your use of them with the potential of exporting them to their own personal use; and (6) You agree to acknowledge Douglas M. Yeaman and Quantum as the proprietary source of your use of these materials, techniques and technologies.

Proprietary Rights and Obligations

The structure, organization, information and material contained in the trainings and manuals is owned by and the property of Quantum and Douglas M. Yeaman and is protected by United States copyright laws and international treaty provisions. You will not make or have made, or permit to be made, any copies of the DVD's, Video Tapes, Manuals, signs and attached or unattached documentation, or any portions thereof except as specifically authorized by this Agreement or subsequent agreement in writing. You shall agree not to modify, adapt, translate, reverse, disassemble or create derivative works based on the Video Tapes, Manuals, materials or trainings. The Manual and materials contained in the package may not be photocopied or distributed to others—except as expressly provided in the body of the manual and as stated herein. Trademarks shall be used in accordance with accepted trademark practice, including identification of trademark owner's name.

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Assignment

You may not assign or transfer any DVD's, Video Tapes, Manuals or accompanying materials and concepts except as agreed to in writing. And no variation of this training or JTM process may be used.

Term

The license is effective until terminated. Quantum and Douglas M. Yeaman have the right to terminate your license immediately if you fail to comply with any term of this Agreement. Upon any such termination you will destroy the original and any copies and related materials and cease all use of the trademarks and discontinue any variation of this training or procedure.

Entire Agreement

You acknowledge that you have read this agreement, understand it and that it is the complete and exclusive statement of your agreement with Douglas M. Yeaman and Quantum which supersedes any prior agreement, oral or written, and any other communications between Douglas M. Yeaman, Quantum its representatives and you relating to the subject matter of this agreement, and that your obligations under this agreement shall inure to the benefit of Douglas M. Yeaman, Quantum's as licensor whose rights are being licensed under this agreement. No variation of the terms of this agreement will be enforceable against Quantum unless Quantum gives its express consent in writing signed by Douglas M. Yeaman. In the event of enforcement licensee agrees to pay all attorney's fees and court costs.

License Granted By	Date	Printed Name	
		Signed	Date



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License Granted By	Date	Printed Name	
		Signed	Date



JTM Group Zero Responsibilities

Your designation in Group Zero is designed to help you identify your starting position in a total of 6 groups. You can recognize your progress to graduation and production, by the group you qualify to participate in. Each group is based on a growth curve and a measured level of activity, which will predict both your current probability of success and indicate your next set of relevant steps in the training process.

Your job is to get out of the group you are in; not because it is a "bad" group, but rather because it describes your growth and is part of the growth process; in other words, no change, no growth.

Each of the following items is a condition for your participation and indicates you understand what is necessary to complete Group Zero so that you will be able to begin your participation in real estate activities.

You agr	ree that:
	I will be on time at the Quantum Home Tour™ location for my assignments.
	I will be on time for appointments I make with the Quantum Home Tour™ Leader.
	I will be Presentable and Professional in appearance and actions at all company events, including Action Monday™; also I - WILL NOT smoke before or during Quantum Home Tour's™ - WILL NOT wear perfume or cologne at Quantum Home Tour's™ - WILL wear attire appropriate to impart a professional image - I WILL be open to feedback about my image in the interest of making money and fitting into the company.
	As a Group Zero Trainee, I will not greet or associate with visitors. I am in an observer status while in Group Zero.
	I will save my questions for the Quantum Home Tour™ team while the team is working. My questions will be addressed at the end of the day. Their priority is to greet and work with customers who visit the Quantum Home Tour™. My training will be done in a structure just like the one I am observing to ensure that I am getting the same hands on support and training.
	I will observe and be as unobtrusive as possible and let the Quantum Home Tour™ team do their job.
	I will be available and willing to assist agents with anything required of me.
	I understand there are no unexcused absences for Action Monday™ or Call Night. I am eligible for 4 absences before termination and may use them in any way I choose. On the fourth absence, I am automatically agreeing to separate from the company without further discussion or protest. o A late equals half a miss. o Showing up on time to the training is part of learning time management with my client and discipline for my own production.
	I will have my Action Monday [™] paper work ready prior to the start of Action Monday [™] . I agree not to come into the room and complete incomplete paper work. I agree to complete all paperwork outside of the room and if I bring into the room, I understand that I will be ask to go out of the room and complete. I further understand that if paper work is not completed by 10:00am for Action Monday [™] it is the same as being late. O Paper work done is part of the training and discipline around completing paper work for my client.
	I will be sure to write my name on my materials (scripts books, personal items, etc.)
	I will meet with my loan officer on my first Action Monday™.
	I understand that there is a checklist associated with this foundation and I understand that it is my responsibility to see that each item is completed within 2 weeks of the start of my participation in Action Monday TM . Any delay shall be my responsibility and I will initiate and call attention to any delay with my Action Monday TM manager.
	By signing this agreement, I am committing to the above standards and procedures as a participant in Group Zero
Signatu	re Date



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	I will observe and be as unobtrusive as possible and let the Quantum Home Tour™ team do their job.
	I will be available and willing to assist as into it is anything required of me.
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	By signing this agreement, I am committing to the above standards and procedures as a participant in Group Zero
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Weekly Schedule

MARY O	_		y#Probes	#Write offer	#Open Escro	ows# Closed	I Escrows
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Committed Buyer Checklist

Open House	For	Com	npany				CLIENT SOURCE:
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Let me review with you how I work. I don't work with every potential buyer, but the clients I do engage with, MUST be committed to producing results. PHASE ONE - BUVER INTERVIEW	Ope	en house Add	ress				Farme
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PHASE ONE - BUYER INTERVIEW	buyer	, but the clients I do engage with, MUST be committed to	L				
PHASE ONE - BUYER INTERVIEW 1. To have all decision makers present in person. 2. To spend at least 45 minutes in interview. 3. To come to an agreement on what you're looking for. 3. To come to an agreement on what you're looking for. 4. That I am your exclusive agent and I represent you. 5. (Buyers agreement attached) 1. Pre-write offer and have on clipboard. 2. Present offer. 3. Sountered. 3. Sountered. 4. Accepted. 5. Set financing appointment and give completed file to escrow specialist. PHASE 5A. SHOWING PROPERTY 1. Pre-write offer and have on clipboard. 2. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard before showing property. 3. Show 3 properties. 1. Pre-write offer and have on clipboard. 4. Write offer (Go to 3A) 5. Re-interview to redefine needs and identify where communication broke down.(Go to 3B) 1. Pre-write offer and have on clipboard. 2. Countered. 3. Show 3 properties. 1. Pre-write offer and have on clipboard. 2. Present offer. 2. Countered. 3. Countered. 3. Countered. 3. Show 3 properties. 1. Pre-write offer and have on clipboard. 2. Present offer. 2. Present offe	produ	cing results.					e wav
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## Again, I don't work the way most agents do. I only want to show you properties that are meaningful and fit your needs.		property and to make an offer.					
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9/99

Exclusive Client Agreement

I agree to work exclusively with you, to t	company, working in finding a property for me, the exclusion of any other broker/company also, I understand that you may present offers Sale By Owner".
I understand that I may continue to look a sponding to advertisements provided that employing you as my agent/broker compagent.	t I inform other parties that I am currently
	will provide me exclusive information on all ined by seeing other properties, open houses sent me and my interests.
Business Cards Provided	
Clients	Date
Agent	
Broker	



Client Needs

O E -Directives	SUMMARY	ISSUES:
<i>O.EDirectives</i> 1. Describe for me	SUMMARY 1. It appears that	<i>ISSUES:</i> 1.
2. Tell me about	So what you are telling me	2.
What are your attitudes about	is 3. If I understand correctly	3.
4. What are your feelings	4. What I hear you saying is	4.
concerning 5. What would your feelings	CLOSED END	5.
be if	1. So one of the things you are	6.
MODIFIEDO	looking for is	7.
<i>MODIFIERS</i> What	2. The thing that is important	8. 9.
When	is	9. 10.
Where Why	PROBING TIME	11.
How	1. Introduction	12.
	2. Permission3. Grid/Pool	13.
TAG- (Crystallization) What doesmean to you?	4. Summarize needs 5. Set up next step	14.



Action Monday Agent Report

ENTOR:			DATE:	
ECTION I	ATTENDANG	CE (circle one)		
Presen	t / Excused /	Unexcused		
ECTION II	TIME MANA	GEMENT		
	Weekly Schedule			
	Tip Analysis			
	20 Hours Prospecting			
	8 Appointments			
	2 Quantum Home Tou	ırs™ Scheduled		
ECTION II	ACTIVITY			
	Number of Quantum H	ome Tours™ held:		
	Names & phone numb	ers collected:		
	Number of appointmen	nts from Quantum Home T	our™:	
	Number of Drop By ap	pointments from Quantun	n Home Tour™:	
	Total Number of appoin	ntments:		
	Number of new clients.	/prospects this week (list)	or (see new prospect roster):	
	1. Name:	Phone:	Address:	Source:
	2. Name:	Phone:	Address:	Source:
	3. Name:	Phone:	Address:	Source:
	4. Name:	Phone:	Address:	Source:
	5. Name:	Phone:	Address:	Source:
	6. Name:	Phone:	Address:	Source:
	Number of Listing Pres	entations Made:		
	Number of Certified Bu	ıyers™ total (list):		
	1			
	2			
	5			
	5 6			
ECTION II	6			
ECTION II	6RESULTS			
ECTION II	6RESULTS			



The Journey To Mastery Quantum Home Tour Forms



Quantum Home Tour™

	I agree to give permission to to place a directional Home Tour™ sign o 199 and	of n my property listed below on Saturday a 199 for an Open House be Thank You For Helping Your Neighbor.	
--	--	--	--

Date	Name	Address	Y/N	Initials	Comments



Quantum Home Tour™ Guest Register

	AGENT:	
	DATE:	
	ADDRESS:	
NAME		Your first visit? Yes No
ADDRESS		Do you: Own Rent Rent
CITY STATE	ZIP	When do you need a home? Now 1-3 Months 3-6 Months
PHONE #	EMAIL	How did you hear of us? Friend Driving by Newspaper
OCCUPATION		Signs Radio Other
NAME		Your first visit? Yes No
ADDRESS		Do you: Own Rent When do you need a home?
CITY STATE	ZIP	Now 1-3 Months 3-6 Months
PHONE #	EMAIL	How did you hear of us? Friend Driving by Newspaper
OCCUPATION		Signs Radio Other
NAME		Your first visit? Yes No
ADDRESS		Do you: Own Ment When do you need a home?
CITY STATE	ZIP	Now 1-3 Months 3-6 Months How did you hear of us?
PHONE #	EMAIL	Friend Driving by Newspaper
OCCUPATION		Signs Radio Other
NAME		Your first visit? Yes No
ADDRESS		Do you: When do you need a home?
CITY STATE	ZIP	Now 1-3 Months 3-6 Months
PHONE #	EMAIL	- How did you hear of us? Friend Driving by Newspaper
OCCUPATION		Signs Radio Other
NAME		Your first visit? Yes No
ADDRESS		Do you: Own Ment When do you need a home?
CITY STATE	ZIP	Now 1-3 Months 3-6 Months How did you hear of us?
PHONE #	EMAIL	Friend Driving by Newspaper
OCCUPATION		Signs Radio Other

Quantum Home Tour™ Survey

		Name()				
I	Individu	al Demographic		Yes	No		
1. 2. 3. 4. 5.	Do you ow How long I Have you I Have you s	miliar with the area? In a home now? Inave you been looking? Inave looking in this area? Is seen a lot of properties? It is ever purchased property before?		30 G	0 90 12	Special Property Questions 0+	
				Yes	No		
1. 2. 3. 4. 5. 6. 7.	What kind How many What do yo In what pri Have you l	ork in the area? of work do you do? people in your family? ou like about homes you have seen ce range are you looking? been pre-qualified by a lender? are you moving?			0 0 90 012		
1. 2. 3. 4.	. When would be a good time to meet? . Which time would be best for you? or?						
Our a	ppointment is	s scheduled for at	·				
	I will call you the day before to confirm our appointment. When will be a good time to call? At what phone number?						
Confi	rmation requi	red					
Rees	Reestablish relationship.						
I will b	will be calling to button down our appointment for at You can count on me o be there, can I count on you? "Yes." Great! I look forward to seeing you at						



The Journey To MasteryTM Scripts



Quantum Home Tour™ Procedure

1 of 10

Quantum Home Tour™ Procedure

Example

Role Play

Invitation Script

Knock, knock/Phone script.	
Hello, my name is I don't war	_ and I work with nt to bother you right now if
you're busy, but when would	I you have a few minutes to talk?
(Get "Yes" - Establish permis	ssion)
Our company is holding on (Quantum Hama Taur TM in your

Our company is holding an Quantum Home Tour™ in your neighborhood and we have been getting a lot of interest in it. We want to invite you and your family to come and see the home and tell your friends about it.

Are you free today between noon and six?

Good! How would you feel about stopping by and helping your neighbors sell their home? When you see the house it may remind you of someone you know who would like to live in your neighborhood. The sellers would appreciate any friendly referrals you could offer that would help them. Can you drop by?

Where is it located?

(Give address)

Will you be there today?

(Get yes)

Fine, I'll definitely be there and I look forward to seeing you. Thank you. What is your name? Excellent - we'll see you later

Oh, by the way, feel free to bring any friends.



Sign-in Script Quantum Home Tour™

2 of 10

Sign-in Script: Quantum Home Tour™

Introduction

Make sure prospect makes connection and relates to you. At the seller's Request, and as a condition for seeing the property...all guests are ask to sign the Guest Register and complete the information sheet before viewing their home.

Sign-In

Make sure you have information before you go on.

(Touch the sign in sheet twice and check to make sure it is accurate.)

Pre-Survey Script uantum Home Tour™

3 of 10

Pre-Survey Script: Quantum Home Tour™

Introduction

Make sure prospect makes connection and relates to you. (Name), We are conducting a survey on behalf of the seller that will assist our seller in understanding how their property is positioned in the market place.

Permission

Make sure you have permission before you go on.

I have a few questions I'd like to ask you, and I can ask them now, would that be OK?



Quantum Home Tour™ Follow-Up Script

4 of 10

Home Tour™ Follow-Up Script

Introduction

Make sure prospect makes connection and recognizes you.

Permission

Use experience of meeting to spring board conversation.

Hello (name), this is (your name) with (company).

We met earlier today at the Quantum Home Tour[™] on (address).

Are you free to talk on the phone for a couple of minutes?

If yes, continue.

If no, ask when you can call back.

Okay, good. I didn't get a chance to spend much time with you today at the Quantum Home Tour[™] and I wanted to follow up and touch base with you.

(Answer questions)

Draw Out

Tell me a little bit about your situation.

How long have you been looking?

What time frame are you looking at?

What area do you want?

Body

You know, we have hundreds of homes on the market right now and here's what I've found that works. I don't work with every potential client. I spend time with you to determine exactly what your needs are and then I go to work to find the property. You probably won't see a lot of property with me but the properties I show you will be meaningful.



Quantum Home Tour™ Follow Up Script

5 of 10

Home Tour™ Follow-Up Script

Ask For Appointment

Make sure all decision makers are present.

When would be a good time?

How about ...?

Which time...?

What time ...?

Tell me who are the people involved in the decision making process?

Will you be sure to have them with you at our meeting? I will take personal responsibility to ensure the hour we spend together will be of value.

Clarify Once Again

Time, date, place, and travel information.

Confirm names of all people expected.



Jelly Bean Jar Permission Script

6 of 10

Jelly Bean Jar Permission Script

My business is referral dependent. I am putting together a small group of people who I will stay in touch with on a regular basis concerning my real estate business.

I'd like to include you in this group and what that would mean is that I'd be touching base with you once a month for a two minute phone call to ask if you know of anybody I should contact who has any needs regarding real estate. Would that be okay? I really appreciate that!

Also, in the event that you have any needs or anything that I can get from this group on your behalf, I'd be happy to pursue that as well.

Jelly Bean Jar Protocol

- 1. Fixed in size
- 2. Personal contact every 30 days
- 3. Look for red ones
- 4. Add one you must drop one



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Jelly Bean Jar First Call

7 of 10

First Jelly Bean Jar Call - People You Know

Introduction

High toned, Enthusiastic to talk to them, Get permission to talk first!

Go slow, make sure they understand what it is you are saying, pronounce every word carefully.

In The Group

Let them know you really appreciate them and their willingness to participate. Now give back something if you can!

Mailing

Let them know you will be mailing and offer again to help them.

Hi (name), this is (your name, withCompany Name, how are you?
Do you have a couple of minutes right now to talk?
Great, thanks(name), as you probably know already, my business is "REFERRAL DEPENDANT". I have been looking at my business plan for the year 2000 and where I want to go with it, and I have decided to put together a small group of people. People that I have relationships with like you that I would stay in touch with on a regular basis as part of building my future business. And my purpose in calling is touch base with you and see if it would be all right to add you to this group. (Pause) What this would look like is that I would call you once a month just to say "Hi" and see if you knew of anybody I should be in touch with that has any needs in real estateit would only be a couple of minutes each month as a phone call? (Wait for response)
(name), GREAT, I really appreciate thisI promise I won't bother you with this and if you need anything from me, that would help you when I am contacting this group, I would love to do that. I want this to be reciprocal. For example, I have someone that can or I have included someone that will

Also, I will be sending something out in the mail each month, keep and eye out for it, I would like your feedback very much. And please let me help you with anything you need that could come from the benefit of this group.



Inbound Call Phone Script

8 of 10

Inbound Ad/Sign Call Phone Script

Introduction

Highlight information of property BRIEFLY to move caller off of property and to prime them for relationship.

Keep control of conversation - keep brief move conversation off of property into experience. Hello, (company), how may I help you?

I'm calling about the house I saw advertised in (newspaper).

Just a minute, let me get that ad in front of me so that I can be certain I give you accurate information.

What's your name?

Okay, (name). I've got that ad in front of me, what do you need to know?

(Give concise information about the property that is available, i.e. whether or not it has been sold, reduced, etc. Keep information to 2-3 key points.)

Draw Out

Get caller talking about their experience of looking for property.

Get caller to ENGAGE with you in relationship.

What was there about this ad that caught your eye?

How long have you been looking for a home?

What kinds of things are you looking for?

Oh yes, which, go on, of for heavens sake, really, wow (give lots of positive reinforcers).

Conversion

You must be convinced that this is the best way to work and hold the line, without compromise.

You know, (name), it sounds to me like you need someone to represent you. We have hundreds of homes listed and most of the property sells in days, before we can advertise it. So a lot of the time, what you see being advertised is property that is hard to move.



"How We Work!"

9 of 10

"How We Work" Script

Understand the integrity of the situation. If Married, get spouse at appointment. Here's how we work. We sit down with you for a fair amount of time and thoroughly discuss what your needs are. When we have a clear picture of what is important to you, we agree to represent you. We will then watch all the new listings and when one matches we will show it to you, so you have a chance to see it before it gets advertised publicly. There are hundreds of properties that never get advertised.

What you need is someone who is really familiar with what it is that you are looking for, who is in close touch with the activity of the market and can represent you.

Pre-Close

How would you feel about coming into the office and meeting us?

Close

What would be a good time?

Which would be better?

How about ...?

What time ...?

Clarify Once Again

Time, date, place, and travel directions to office.



After Probing: Next Appointment

10 of 10

After Probing and Setting Appointment Script

"I will line up properties for you to write offers on. Before we see the properties, I need for us to have an understanding. What is important to me is that you make a decision on each property we see. It doesn't matter what your decision is. It's just important to me that you make a decision so I can tell where I am with you and that I am hearing what it is you're saying with respect to finding your property. A 'No' is just as important as a 'Yes'."

"I don't want you to feel μ decision."	pressured or pushed into something. I just want you to make a
book with you so you car	when we are seeing your property, be sure to have your checker write the offer on the property you choose. Again, if you don't want the er. If you do want the home, be prepared to write the check right then and
"I will go ahead and prep leave my office on (day)	are much of the paperwork on the offer and have it ready before we"

