



BROCHURE

A Fresh, Effective Approach to Creating Peak Performance

THE S.E.L.L.TM TRAINING

THE
SALES ENVIRONMENT
LEARNING LABORATORYTM





More Money In Less Time

Understand and employ time management strategies and discover 6 points of leverage guaranteed to increase productivity and income.

Acquire all the leads you need and effectively manage them to closings

Recognize and profile leads to effectively guide them to fruition

Learn to recognize Real Buyers and Sellers.

Learn and employ clear and defined strategies getting buyers to work exclusively with you and Sellers to be responsible to SELL.

A Fresh, Effective Approach to Becoming Significantly More Productive and Making More Money!

THE S.E.L.L.TM TRAINING

A LEARNING LABORATORY

ONE SIZE *DOES NOT* FIT ALL!

*FIND WHAT YOU WILL DO THAT WORKS
AND THEN MAXIMIZE YOUR EFFECTIVENESS AND DO MORE OF IT!*



- ◆ See your time managed in a way never before considered. Doing what you want, not what others want you to do and leveraging your time to increase productivity (\$\$\$) and have plenty of personal time.
BALANCE!

- ◆ You will learn to recognize clients in a whole new light, and then only work with clients who are going to buy (sell) !
- ◆ You will learn how to get all the clients you want and how to get them to work exclusively with you !

And much, much more....

"I can truly say that now I have the tools that give me the power and control to determine how I want to work, and with which type of buyers and sellers. And the results are fantastic! I learned more in one month than I did in an entire year."

LAUREN CREMESCOLI
PRESIDENTS CIRCLE

"The SELLTM training renewed my understanding of commitment and what it takes to be successful in real estate. It gave me powerful new skills to deal with buyers and sellers on my terms in a way that is beneficial for all parties involved."

PAUL GUESS





GET IN CONTROL OF YOUR BUSINESS, YOUR CAREER AND YOUR PERSONAL LIFE BY CREATING PRODUCTIVITY AND BALANCE



Using principles like commitment, the training is rooted in the application of **relevant core principles**. **ONE SIZE DOES NOT FIT ALL!** The central philosophy of the training is a departure from a cookie cutter approach which is classic in other trainings. We focus on doing what **YOU WILL** do that works and then maximize your effectiveness. Its impact is to give you freedom to set and reach goals, measure progress and allow you to fully enjoy yourself when you work. The resulting benefit is increased productivity and balance; integrating work, personal and health-recreation.

The S.E.L.L.TM training is structured to bring out the power that is already within an individual. It is the kind of power that lets one look life through one's own eyes —that lets a participant deal with life and business on their own terms.

The training deals specifically with technologies that:

- **Enable you to increase your production**
- **Reduce the amount of time spent working**
- **Generate an abundance of potential clients**

In about five weeks you'll "Know" what works best for **YOU**.

You'll gain the freedom to choose and set your own goals. You'll achieve mastery of the process of making and keeping commitments, and realize the direct relationship between this and growth in your business, day-to-day and creating balance.

Additionally the training deals specifically with techniques that are critical to your success:

- *Organization and Time Management, which gives you a way of managing your production **precisely**.*
- *Effective Prospecting Techniques - working with and finding **REAL** vs "I HOPE"*
- *Converting Leads Into Sales*
- *Getting Buyers to Work Exclusively with You*
- *Structuring Transactions that are Relatively Problem Free*

Two primary benefits from this training:

1. **Significant increases** in productivity or income; and,
2. Balance and integration between work, personal and health-recreation.

PRINCIPLE EXAMPLE:

- ◆ Any change in **creating outcomes** requires a change in the **thinking** that caused those outcomes; and,
- ◆ Any change in **thinking** requires a change in the **assumptions** that forms that thinking

APPLICATION 1:

- ◆ A simple change in ones language changes the effectiveness of lead capture by as much as 30 times! **A change in this language requires a change in an unconscious assumption.**

APPLICATION 2:

- ◆ Changing an assumption about who we work with and how, changes from wasting time to working with committed clients.





THE S.E.L.L.TM TRAINING

The Training Process

This is a commitment-based, activity-oriented training that is both informational and transformational. It is not motivational, although most people come out of the training both motivated and energized. Agents learn techniques for creating success by making and keeping commitments and develop clarity about what is, and what is not, a commitment.

Out of this process, they will begin to see what is truly important and apply the principles for success in all aspects of their life. Accountability becomes a resource and support mechanism, not parental or punishment. Those willing to **commit themselves**, make the concepts of this training their own and give them a fair chance to work, find that they become extraordinarily empowered to achieve outcomes.

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- ◆ **Reduce the amount of time spent working and**
- ◆ **Generate an abundance of potential clients**

Here's what you will learn:

- ◆ How to **develop a coherent prospecting pool** of clients (all they need and quickly!!!) (Prospecting that works!)
- ◆ **Client Management** - Identifying **real clients from unreal clients** so they stop wasting time
- ◆ **Committing CommunicationTM** — an in-depth structured communication style that enables you to create relationships and establish client needs. All buyers sign exclusive right to represent buyer agreements
- ◆ **Time Management** - which gives you a way of measuring your progress precisely and making the necessary changes to increase productivity and profitability
- ◆ **Scientific MarketingTM** — a unique approach to generating an abundance of clients

Some of the training is based on analysis of the real empirical data that has been obtained through numerous market research studies for clients.

The training does not rely on anecdotal methods, nor does it rely on traditional real estate philosophy, but is rather principle based and industry transparent. The principles work in many industries.

The results of experienced real estate graduates are impressive. The training is able to refocus efforts and show how to increase production by simply making small changes to their current business. The training asserts that "Real Estate is Not a Numbers Game" but rather a relationships business based on specific principles.

You do not improve your odds simply as a function of throwing the dice more. The training develops a revolutionary way that increases your odds and the quality of the people you work with and, it shares that system with participants.

Working efficiently will become second nature to you rather than "guessing" at how you are doing. **You will Know, with a capital "K"** that each step you take — finding your customers — establishing whether they are for real — determining their wants and needs — taking and closing transactions — is bringing you closer to your chosen goal.

Participants will learn about proven sales tools like "The Jelly Bean Jar" and how to create an SOI to increase productivity and when followed GUARANTEES success and reduces work and time spent generating real leads. You will feel as comfortable with these tools as with a pair of old shoes.

On a daily basis, participants will **Know** the sense of accomplishment and growth, both professionally and personally. You will **Know** that competence and confidence spring from your own deep, internal conviction and that:

- ◆ **Working harder at what doesn't work, doesn't work!**
- ◆ **Working smarter, does!**
- ◆ **Relationships are the cornerstones of success!**





S.E.L.L.TM PROGRAM BENEFITS

You will,

- ◆ Learn to manage time so that when spent it is directed to activities that will produce your desired results. Agents making between \$25,000 and \$100,000 on average spend between 7% and 12% of their time productive. There is a direct relationship between productive time and non-productive time. Learn a simple technique to double productive time and income which can be implemented directly out of the training.
- ◆ Manage the work to insure that you achieve your income goals and still maintain balance.
- ◆ Know how to create balance as an important part of the training. A huge body of evidence indicates that when a person is balanced between work, personal and health-recreation people don't burn out, eliminate the peaks and valleys of productivity and are more rounded and effective in relationships.
- ◆ Learn and be empowered to implement 8 points of leverage which will enable you to effect significant change in outcomes with little or no effort....by simply making very small changes in what you say or do.
- ◆ Discover what works based on empirical data instead of relying on anecdotal data. Instead of looking for the magic bullet based on un-documented claims of "it worked for me and it can work for you" you will see why things work when they do and then implement them with your own style.
- ◆ Find how to apply principles that govern an outcome which apply across the board, i.e. any industry or work environment. Principles are not opinions and always work versus opinions and points of view.
- ◆ Have a clear process to determine who is a real buyer or seller versus a person who is wasting your time!
- ◆ Define your business as a relationship business and then understand how to better build and develop committed relationships.
- ◆ Have the skill set to increase your lead capture by 20 to 30 times.
- ◆ Recognize faulty assumptions that cause actions and behavior that unconsciously undermines your effectiveness or is inconsistent in creating your desired outcomes.
- ◆ Understand the nature of barriers and obstacles to maximizing your effectiveness and master the process and principles for overcoming them.
- ◆ Understand your personal self imposed limitations and how to work and manage them.





For Managers

REAL ESTATE BROKERAGE INDUSTRY TRENDS

- ◆ Traditional real estate sales training, the management process, and traditional agent expectations continue to generate traditional mediocre results.
- ◆ A comprehensive study in 2011 revealed that only 1 out of 13 new licensees are still in the business after 2 years, reflecting a general failure as an industry to professionally support industry newcomers.
- ◆ Productive licensees are more important now to every company than ever before. They are younger, better educated and more technologically advanced. They have fresh energy to an industry with a much older than average age. Because today's young agents make a bigger commitment than the average industry seasoned agent in the past, their expectations for training and leadership support are much higher, and their contributions much faster.
- ◆ Net company dollar from real estate brokerage operations are lower than ever forcing companies to diversify into other businesses often distracting the firm from it's core competency and success. Production from lower quartile and core agents is weak and lowers overall margins.
- ◆ Brokerage leadership remains in a generally weak position in the agent/broker relationship. This is partially due to a lack of value in leadership and training support.
- ◆ A concerning downward trend in commission rates exists largely due to a lack of perceived and actual value in the service offering by the company and agents. The industry thinks in terms of things, stuff and marketing instead of training, coaching and controlling leads and lead management. Agents who become dependent on the support for their production will work for a lower commission split and stay longer.

