

Sales Management Certification – “The Missing Link”

Master “On-Purpose” Management principles and techniques that generate and sustain productive and profitable environments.



- Leadership Principles
- Managing for Profit
- Creating Effective Environments
- Holding Effective Sales Meetings
- Hold “on Purpose” Trainings
- Techniques to Motivate Sales Agents
- Value Added Recruiting
- Recruiting to your “Sweet Spot”
- Causes and Cures
- Key Management Numbers
- Techniques for Conflict Resolution
- Self Management (Getting it all done)

Results Coach Certification – “The Answer to Consistent Productivity”

Master the skills and techniques coaches use to sustain the environments created in training, maximize agent productivity and reach peak performance.

- Scheduling and Execution
- Importance of Consistency
- The Power of Expectation
- Creating a Coaching System
- Identifying Strengths and Weaknesses
- Attitude vs. Skill
- Calling the Board
- Empower vs. Enable
- Coaching vs. Training
- Agent Business Planning



Two-Day Agent Workshop – “Agent for Profit”

Sales Technique and Business Planning workshop designed to identify and correct weaknesses in skill and technique that effect an agent’s business plan execution.

- Re-Tools Agents
- Creates Effective Habits
- Effective Planning & Execution
- Agent Key Management Numbers
- Power of Being an Agent “On Purpose”
- Become a Master of Technique
- Identify Buyers vs. Lookers
- Master Presentation Technique
- Utilize Effective Pricing Technique
- Close Consciously Every Time

Real Estate S.W.A.T. School – “Technique Mastery”

An advanced sales technique program that creates a coaching environment with expectation and accountability. Delivered one day a week for eight weeks each week builds on the other to create effective habits with weekly reporting and standards for completion. The program covers ten essential areas for professional agent development.

- Prospecting in Today’s Market
- Presentation Techniques (Galileo)
- Closing Consciously “On Purpose”
- Proper Demonstration Technique
- Resistance and Objection Technique
- Lead Management
- Business Management
- Managing your “Core 300”
- Self Management (Getting it all done)
- Creating Standards for Buyers and Sellers

Targeted Technique or Skill Training

Live online or on-site training customized and designed around a specific set of skills or techniques necessary to increase productivity and profitability.