



MACEWAN & FRANK

THE ART OF MARKETING & THE DISCIPLINE OF SALES



Sales Training for
Destination Real Estate.



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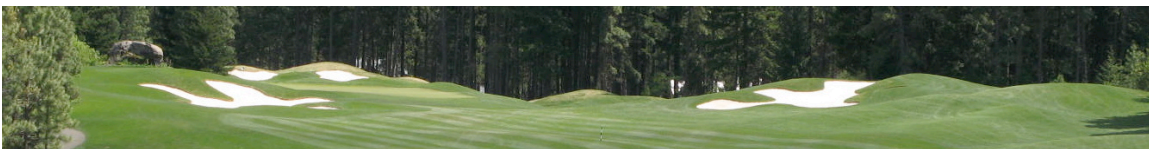
Sales Training for
Destination Real Estate
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Curriculum Outline



We grow our teams through ongoing coaching and training, moving people from the basic skills through the more advanced stages of the following techniques.

Relationship Selling Philosophy

- Propriety
- Intent
- Competence
- Discovery Techniques
- Questioning, Skills
- Active Listening Skills
- Creating The Trust Relationship
- Congruency
- Neuro linguistic programming (NLP) - Skills
- Proper Presentation of the Physical Product
- Proper Presentation Technical Product
- Personality Types and how to create the trust relationship, based on the individual style of the Client
- Creating Psychographic Urgency
- Overcoming Objections – Closing the sale
- Coaching on a client-by-client basis



Nuts and Bolts

- Lead Self-Generation
- Lead Management
- Data mining
- CRM Competence and Maximization
- Efficient Time Management
- Organizational Skills
- Tool Box Methodology
- Touch Plans
- Contact templates
- Phone etiquette and techniques
- E mail etiquette and techniques
- Developing a personal referral data base

