

Daily Coaching Skills Webinars Topics 2011

These Skills Webinars are conducted live approximately every two weeks on Thursday's at 11:00 EST. (upcoming topics and dates on the Success Links Page). All Skills Webinars are then available for all Clients to replay at their own convenience (in Skills Webinar link on the Success Links page). Each Skills Webinar includes a complete and comprehensive workbook.

Notice this is a full year of webinars and covers every topic required for an Agent's success. More topics are covered as they come up during the year. The schedule of upcoming skills webinars are posted two weeks prior to event on the Success Links page of the members area.

1. Daily Habits and Time Management
2. How to Make Appointments I
3. How to Make Appointments II
4. Setting Goals that Motivate
5. Personal Marketing Plan
6. Farming
7. Methodology
8. Web Marketing
9. Listing Presentation I
10. Listing Presentation II
11. Social Media
12. Price Reduction
13. Blogging
14. Working with Buyers I
15. Working with Buyers II
16. Technology Tools
17. Short Sale and Foreclosure
18. Sales and Communication Skills
19. Negotiating I
20. Negotiating II
21. Attitude and Psychology- Mindset and Motivation
22. Quality Service
23. Assistants and Teams I
24. Assistants and Teams II
25. DISC and Behavioral Styles

Daily Coaching Session Descriptions 2011

The numbered title below indicates the topic for the skills webinars which are listed above. The sub-categories indicate the topics for the two weeks worth of 1st Fifteen Coaching Sessions that support each Skill Webinar.

1. Daily Habits and Time Management

- a. Basics of Time and Activity Management
- b. Structure of Daily Habits that are a key foundation in the Course
- c. Time Blocking
- d. Scheduling

2. How to Make Appointments I

- a. Generating Leads
 - i. Expireds, Old Expireds, and For Sale by Owners
 - ii. Open House
 - iii. Referral Reward System and Vendor Referrals
 - iv. Personal Notes
 - v. Visits
 - vi. Client Parties
 - vii. Networking

3. How to Make Appointments II

- a. Convert Leads
- b. Lead Retention – Contact Manager

4. Setting Goals That Motivate

- a. What and Why Motivational Goals
- b. Annual Goals
- c. Monthly Goals
- d. Weekly Focus

Business Plan

- e. Goals and Measured Results
 - i. Weekly Review - Think, Strategizing and Priorities
 - ii. Monthly and Quarterly Review
 - iii. Annual Business Plan Renewal

5. Personal Marketing Plan

- a. Concepts
- b. Branding
- c. S.o.S. (Sphere on Steroids)
 - i. Loyalty Ladder
 - ii. Referral Reward System
 - iii. Expanding Your Database
 - iv. E-mail newsletter
 - v. Direct Mail
 - The Six Rules
 - The Five Characteristics

6. Farming

- a. Routines and Activities
 - i. Mailings and Fun Pieces
 - ii. Farming with Technology
- b. Web Links: The Traditional and Technology Marketing Connection
- c. Additional Unique Marketing Actions

7. Methodology

- i. Hierarchy of Skills and Tools in a Real Estate Career
 - Identify Strength and Weakness
 - Prioritize
 - Plan and Calendarize
- ii. Sources of Business to Establish the Business Development Plan
 - Individual Historical Data
 - Likes and Dislikes
 - Strengths and Weaknesses
 -

8. Web Marketing

- a. Your Web Presence
- b. SEO
- c. SEM
- d. E-mail Campaigns

9. Listing Presentation I

- a. Converting Leads
 - i. Pre-listing Questions Over the Phone
 - ii. Pre-listing Package
- b. Preparation
 - i. Walk Through
 - ii. Preparing Pricing – Accuracy and Preparing for Presentation
 - iii. Marketing Plan
- c. Excellence in Service

10. Listing Presentation II

- a. Entrance, Opening, and Rapport with Questions
- a. Our Common Goals
- b. Presenting the Marketing Plan
 - i. The Six Reasons
- c. Presenting Market Value and Recommend Pricing
 - i. ABC – Action – Benefit - Close
- d. Net Sheet, Listing Paperwork, the Decision, and Signatures
- e. Addressing Questions and Concerns
- f. 24 Hour Follow-up

11. Social Media

- a. Professional and Community Sites
- b. Networking
- c. Presence
- d. Content

12. Price Reduction

- a. At the Listing Presentation – The Pricing Message to the Seller
- b. Service: Earning the Right
- c. The Pricing Presentation

13. Blogging

- a. Hosting Sites
- b. Content
- c. Frequency

14. Working with Buyers I

- a. Converting Leads
- b. Buyer Lead Follow-up Scripts – A's and B's
- c. Buyer Presentation
 - i. Structure
 - ii. Excellence in Service
 - iii. Service Plan

15. Working with Buyers II

- a. Showing
 - i. Preparing the Buyer to See Fewer Homes
 - ii. Buying Signs and Responses
 - iii. Best Showing Strategies
- b. Writing and Negotiating Offers
- c. Removing Contingencies, Ensuring Closing and the Pending Service
- d. Financing
- e. Housewarming Gifts and 1-7-30 Post Closing Process

16. Additional Technology Tools

- a. Hardware and Software
- b. Lead Generating Companies
- c. Others

17. Short Sales and Foreclosures

- a. Guest Experts

18. Sales and Communication Skills

- a. Listening: The Power of Sincere Attention
- b. Asking Questions: Types and Purposes
- c. Handling Objections: L.A.C.I.A.C.
- d. Embedded Commands

19. Negotiating I

- a. Qualities of a Great Negotiator
- b. Places Real Estate Agents Negotiate
- c. Preparing the Client
- d. Offer Writing, Presenting, and Negotiating

20. Negotiating II

- a. Challenges of Third Party Negotiating
- b. Use of Power and Influence
- c. Negotiating Styles
- d. Negotiating Tactics
- e. Negotiating Rules

21. Attitude and Psychology – Mindset and Motivation

- a. The Triad – Motivation in the Moment
- b. Six Choices of Success

22. Service – Quality Service

- a. Definition and Goals
- b. Checklists and Whiteboard
- c. Buyer s
- d. Sellers
 - i. Showing Feedback
- e. Ten Day Countdown to Closing
- f. Service Surveys

23. Assistants and Teams I

- a. Definitions
- b. Career Self Analysis
- c. Why and When to Hire Assistants and Build a Team
 - i. Experience
- d. New and Train
- e. Team Development

24. Assistants and Teams II

- a. Hiring Process and Skills - Hiring the Best
 - i. Facets – the Full Process
 - ii. Job Lists and Description
 - iii. DISC and Behavior Styles
 - iv. Compensation
 - Admin
 - Selling

- v. Interviewing, Second Interviews and Hiring
 - Questions
 - Rules of Team Success
- vi. Supervision and Accountability
- vii. Motivating Your People
- viii. Reviews and Termination
 - Admin
 - Selling
- b. Buyer Specialists and Selling Assistants
 - i. Why They Want to Be One
 - ii. What Keeps Them From Going on Their Own
- c. Five Common Mistakes
- d. Successful Leadership – Five Characteristics

25. DISC and Behavior Styles

- a. Understand the 4 style types
- b. Learn to modify your style

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