SALES & GROWTH

The Path to PLATINUM ACHIEVER

CONTENTS

4 Levels of Achievement

NOTES

4 Levels of Achievement

The 4 Levels of Achievement are tried and true methods designed to help you become proficient, efficient, and effective. As you pass each level you will be able to sell more real estate, while providing excellent service and living a balanced life.

TIER ONE — Bronze Level Achiever

You will reach Bronze Level Achiever status when you complete the first three modules of the Path to Platinum program.

1. **"You" The Product:** A small course designed to help you recognize your strengths and use them to their fullest. This module will also help you because it will layout the personal categories needed to be a successful real estate agent.
2. **Mastering Scripts and Dialogues:** This module is one of the most fun, exciting and important modules. It will assist you in becoming a consultative sales professional. As you know, consultants are paid high fees, and that is what you are - A Real Estate Advisor!
3. **Mastering Customer Service:** Believe it or not, many individuals have different ideas of what "customer service" actually means. Although many things can be universal in the service world, like a smile or prompt response, we will cover some slight differences that will make YOUR SERVICE cutting edge and will WOW the client! Almost all Gold Medalists win by only a few tenths of seconds and you will too!

TIER TWO — Silver Level Achiever

In this level, you will work toward mastering modules 4-6:

1. **Mastering Buyers:** Buyers can be so much fun to work with! They are often very excited about their new home and sometimes new city! The Mastering Buyers section will focus on all of the skills needed to help you become their lifelong real estate consultant.
2. **Mastering Working With Other Agents:** Working well with other agents is a critical piece to a successful real estate career. Developing working relationships with agents will help you win and close more deals. It will also help you build great relationships in the real estate marketplace which in turn benefits you and your clients for years to come!
3. **Mastering Referrals:** This module is critical in setting yourself up for a long term real estate career with ease. Referrals are the lifeblood of most businesses, especially in real estate! The ability to ask for a referral is crucial to long term success. Receiving referrals for a job well done makes your career better and easier.

TIER THREE — Gold Level Achiever

This level focuses on mastering listings mastering negotiations

1. **Mastering Listings:** Have you ever heard the expression "list to last?" It's true! Being able to list real estate will make you a long-term agent and keep you in the real estate business for years to come! Listing property can be the hardest skill in real estate to learn. There are many facets to procuring, pricing and negotiation; and often times the seller is in a precarious situation causing them to list their property. The sellers personal situation can sometimes heighten the seller's emotions. Selling property can be expensive for the client and it is your job to help the client through a difficult process and facilitate a successful sale.
2. **Mastering Negotiating:** The ability to be a good negotiator with both your client as well as other agent is key to achieve success for years to come. It is critical to your success as a listing agent that you are able to help your sellers make reasonable, educated decisions in often intense emotional situations. This skill will help your clients feel confident about you as their agent and about the decisions they make in the process of selling their home. Finally, the ability to help the other agent and make it a win-win for both sides of the transaction will catapult your real estate success.

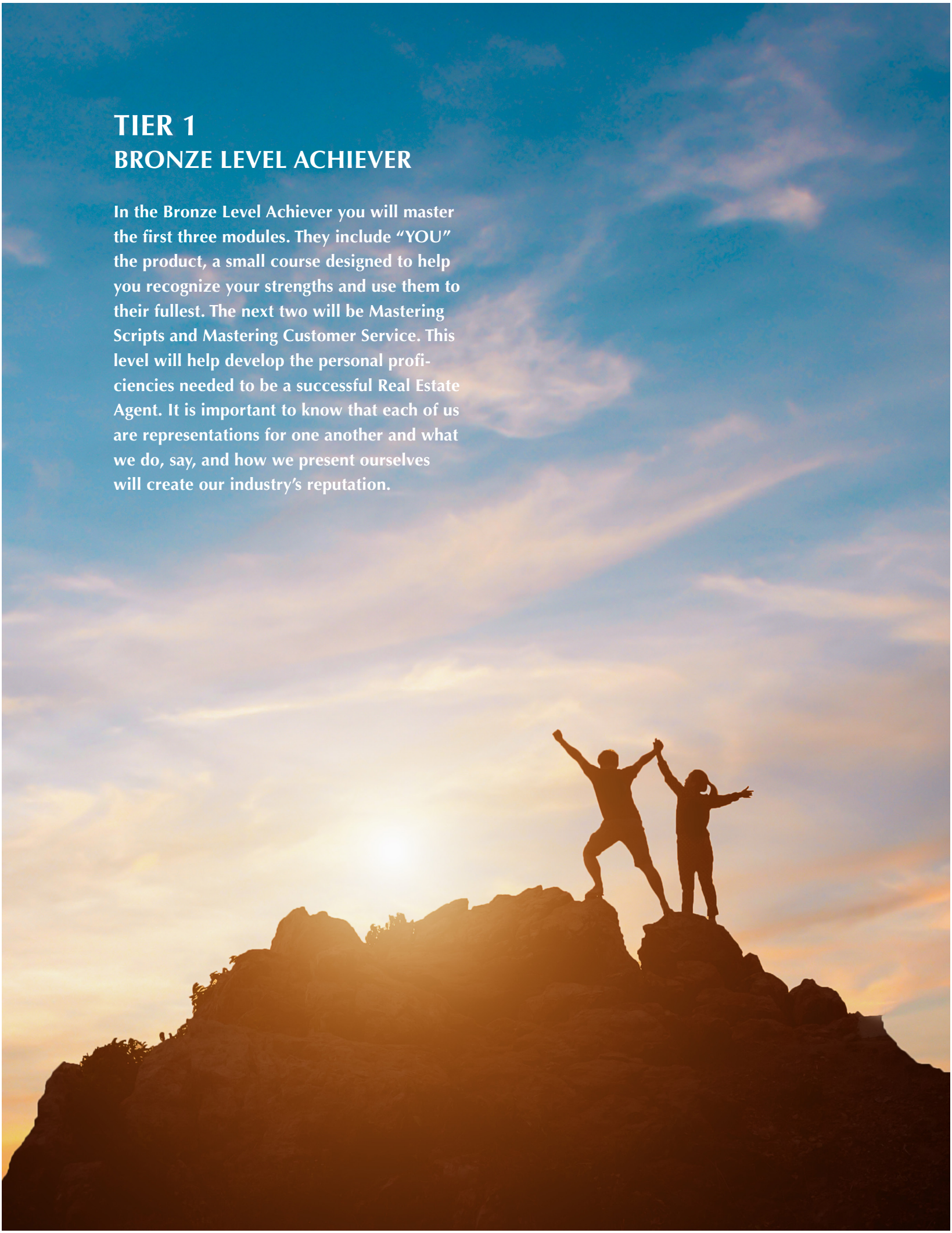
TIER FOUR — Platinum Level Achiever

The Platinum Level Achiever consists of three modules. These modules are designed to help you master your leadership skills and master human behavior:

1. **Mastering Teamwork**: This module uses The Five Dysfunctions of a Team by Patrick Lencioni to help really understand what is necessary for a highly functioning team. How do they interact? What do they do with one another in order to productively create an environment that facilitates success for everyone?
2. **Mastering Leadership Levels:** Often times, we are confused about what leadership looks like. This module will help you understand leadership levels based on a book called Tribal Leadership. It will help you understand the different levels of leadership and what those levels look like. Ultimately, you will learn how people like Gandhi and Martin Luther King created experiences that lead millions.
3. **Mastering Human Behavior:** This is probably our most fun and exciting module! People can be so complex and so diverse. People tend to think that someone else is wrong when they're just different than each other. Truly understanding how somebody thinks, how they act, and how they come to the table helps us not only be better leaders, it also helps us be more understanding of all individuals.

TIER 1
BRONZE LEVEL ACHIEVER

In the Bronze Level Achiever you will master the first three modules. They include "YOU" the product, a small course designed to help you recognize your strengths and use them to their fullest. The next two will be Mastering Scripts and Mastering Customer Service. This level will help develop the personal proficiencies needed to be a successful Real Estate Agent. It is important to know that each of us are representations for one another and what we do, say, and how we present ourselves will create our industry's reputation.



TIER 1, Module 1

Mastering YOU – The Product

Mastering YOU - The Product contains 13 different categories including:

- *Master Your Mind*
- *Build The Firewall*
- *Goal Setting*
- *Create and Keep Your Schedule*
- *Communication Style*
- *DISC: Recognize Your Strengths*
- *Personal Presentation*

Section A: Master Your Mind

Successful people create their own reality. They use the power of the brain to create the outcomes they want in life. They truly believe they can achieve anything they set their mind to.

Regardless of their current circumstances, they believe in themselves. They speak only of what they want in life, feed their mind with positive news, surround themselves with inspirational people, and ultimately attract amazing experiences.

Conversely, the rest of society imprison themselves, creating four walls around them. Every thought creates misery, replaying sad stories, reciting the same script like a record continuously playing time after time. Stories that inform the world of their scarcity thinking, complaining, and choosing to blame others for their general lack in life.

There are so many incredible facts about your brain and these facts come from Dr. Joe Dispenza and his book, Evolve Your Brain - The Science of Changing Your Mind.

From the science of changing your mind, for every thought you have, a surge of electrical currents from your brain release an unknown number of neurochemicals, responsible for the operation of your nervous system. Your body responds to each thought accordingly like a world-class conductor leading a famous orchestra, with everything working in unison from your heart, liver and lungs performing their role with precision.

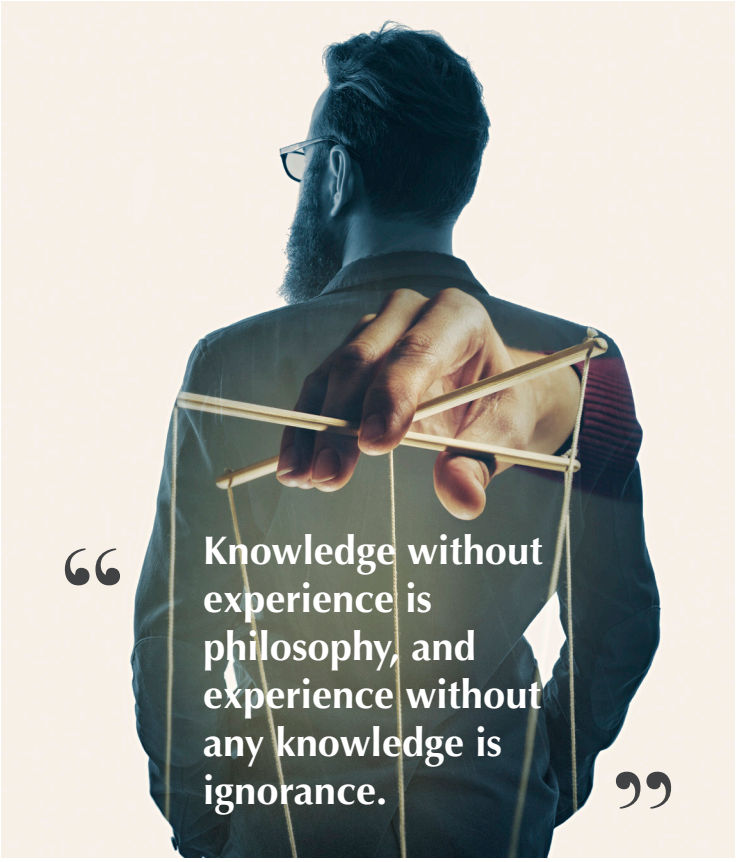
What, where, how and the length of time we give attention to something in life, along with our repetitive thoughts forms our neurological wiring.

Concentrating on pain that exists within your body, sends electrical currents to your mind that continues producing the pain.

Repetitive thoughts create connections in the brain that quickly become ironclad. These thoughts move from conscious to unconscious ways of thinking and being. That is how we act on auto-pilot.

The process of change requires forgetting what we know to discover new ways of being. Regular meditation practices accelerate the achievement of this goal and produce visible positive results.

Learning something new requires considerable energy and our undivided attention. Consider when you first learned to drive a car, the level of attention you possessed compared to that of an experienced driver who is primarily operating on autopilot. We have the ability to alter who we are with every new piece of information that we learn. By combining this new information with practical application, a new



experience is brought to life. We invoke greater levels of change, the more we repeat this process.

Our lifelong repetitive negative thoughts are significant contributors to stress and disease within the body. Stress causes us to live in survival state which negatively changes our internal state and exhausts our body. In turn, generating adverse responses including: anger, depression, misery or confusion. When we are in this state, it can be likened to behaving like a bird trapped in a cage or a prisoner held captive, we fail to see the possibilities for our life. This is how people become ‘stuck’ for their consistent emotional state is highly addictive resultant of the production of neurochemicals.

There are 4 main regions in the brain. The frontal lobe is the most malleable part of the brain responsible for decision making. The cerebral cortex or neocortex is responsible for our free will. It stores 90% of the our brain’s neurons and manages information, attention, awareness, thoughts, language and recordings of our knowledge and experiences. The parietal lobe processes sensory information with the temporal lobe controlling smell, sounds, speech and vision.

Our genes impact our behavior yet research demonstrates that we can produce positive changes. In 1942, Conrad Waddington introduced the term Epigenetics which is the impact of genetics on development. Those successful in creating change, studied others via education utilizing books, movies and inspirational people to develop new thoughts

and create new ways of being. Visualization is a powerful tool used to stimulate the brain to generate strong mind-body connections.

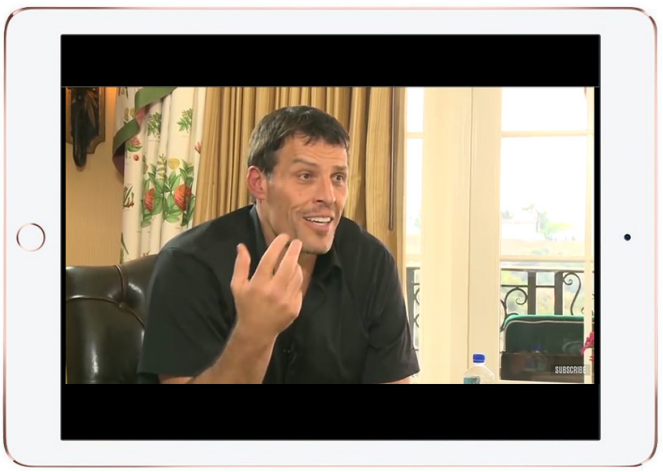
Our state of being consists of our repetitive cycle of our constant thoughts combined with the production of chemicals within our body which generates our emotions. This repetitive cycle has a direct impact on our behavior.

To change our reality and heal our bodies the secret ingredient lies in making up our mind to do so. We have the ability to fully recover and change our external circumstances exactly like those patients who are told they would never walk again yet do so, sport stars who suffer from irreversible injuries yet fully recover, or those who have suffered a life-threatening cancer and a few months later it is nowhere to be found. They understand the secret is having a powerful intention, believing they have the power to change their circumstances, loads of determination and the will to create what they want in life.

There is a partnership between acquiring knowledge and our life experiences. Our mind is supplied with knowledge via the brain, whilst our mind elicits our experiences through our body. To attest this point, Dispenza says: 'Knowledge without experience is philosophy, and experience without any knowledge is ignorance. The interplay between the two produces wisdom.'

Wisdom stems from one's intelligence to comprehend the arrival of one's emotions derived from our lifelong knowledge, experiences and behavior To change your current reality, you need to shift your state of mind by thinking new thoughts to create new feelings and ways of being. Regardless of your genes, it is possible to create a brand new you. Believe that you can and most importantly make up your mind with absolute conviction that what you want is coming to fruition.

SECTION A EXERCISE



WATCH

Watch Tony Robbins' video ***How to Reprogram Your Mind*** *at* ***rebrand.ly /jrgsae1*** *and describe the power of the mind to your accountability partner.*

Section B: Build The Firewall

David Sandler, founder of Sandler Training, observed that many people related their self-worth (self-identity, self-esteem, self-image, or simply identity) to their role performance. If they performed particularly well in their role or were promoted they felt good about themselves and their sense of worth went up. Conversely, if they didn't do well or they were demoted they didn't feel good about themselves and felt like they were worth less, not just as a role performer but as a human being. These people's self worth was being shaped by their success or failure in their various roles. Over time, they develop a self-image from very low to very high.

Understanding Roles

When you were born you had no conscious roles; you were yourself. As you grew up your parents and others who you came into contact with began to assign various roles to you your son or daughter, brother or sister, playmate, friend, student, etc. You have continued to acquire roles throughout your life as you have formed new relationships, such as spouse, teammate, employee, colleague, salesperson, or manager.

Every role has "rules" or expectations that define what constitutes good performance in that role. Example: Good children obey their parents, good students get high grades, good salespeople achieve high growth, good managers achieve improved performance with fewer resources.

Most of the time, you'll find that the praise and rewards you receive are connected with your role performance. The same is true of the criticism and penalties. When you cleaned your room your mom rewarded you with a hug and perhaps some sweets.

You earned her acceptance, not simply for being you, but instead for completing a task.

When you receive good school reports or grades, your parents praised you and colleges and universities offered you a place. Your teacher probably didn't report to your parents that in addition to having an aptitude for maths, you had a healthy sense of your own worth. When you scored a winning goal in football, your friends and teammates commented on it for days afterwards. They probably never complimented you for just being yourself.

This type of feedback – from parents, teachers, bosses, etc is how one can come to believe that their worth depended on how well they performed their role.

If you confuse your role performance with your value as a human being, your self-image will inevitably suffer. After all, you won't excel at everything you try and do, no one does!

In business and especially in sales, there are many opportunities to experience failure, rejection and disappointment. So there's simply no way you can put in a winning performance all the time.

Winners, At-Leasters, and Losers

Sandler discovered that people who achieved consistently high levels of success had high levels of self-esteem regardless of the outcome of any particular challenge. They didn't let a less than excellent performance pollute their identity.

Expanding on a theory by Dr. Eric Berne, Sandler created a psychological model called the I / R Theory, to differentiate between identity and role and to help people (particularly salespeople) understand the interconnected nature of these two concepts.

The left side of the diagram represents the individual's identity rating on a scale of 1 to 10, with 0 representing a very low level of self-esteem and 10 representing a very high level of self-esteem. The right side of the diagram represents the individual's role performance rating on the 0 to 10 scale, with 0 representing poor performance and 10 representing excellent performance.

The I / R Theory describes three psychological positions; winners, at-leasters, and losers. The labels are not judgemental terms, but merely psychological terms with specific meanings.

Winners, At-Leasters, and Losers

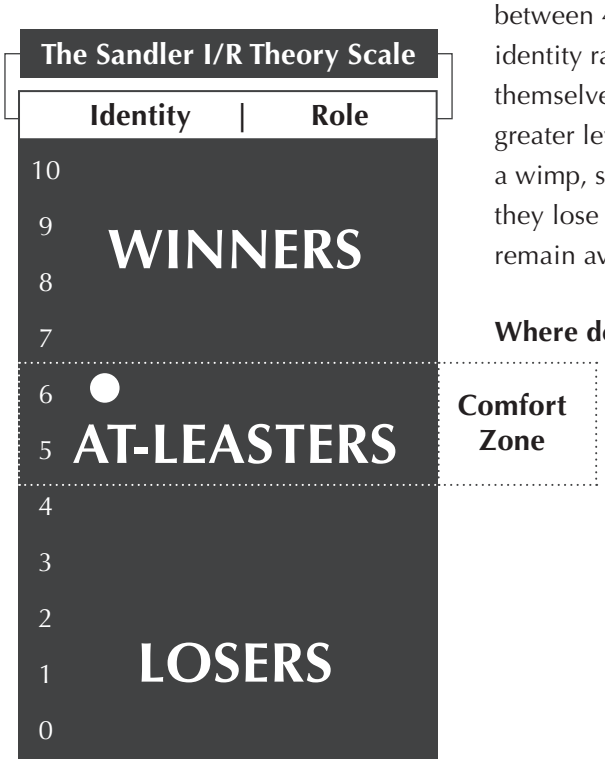
Winners are people who consistently rate their identity between 7 and 10. That is, they have a high self-esteem and feel good about themselves regardless of the outcome of their role experiences. They don't need role success to validate their self-worth. Their self-esteem comes from within.

Winners are willing to take risks, try something new, or do things differently. They recognize that the outcome of such activities is just an outcome, nothing more. Sometimes the outcome will be favourable, sometimes it won't. In both cases, they accept responsibility and neither case will affect their identity rating.

Losers

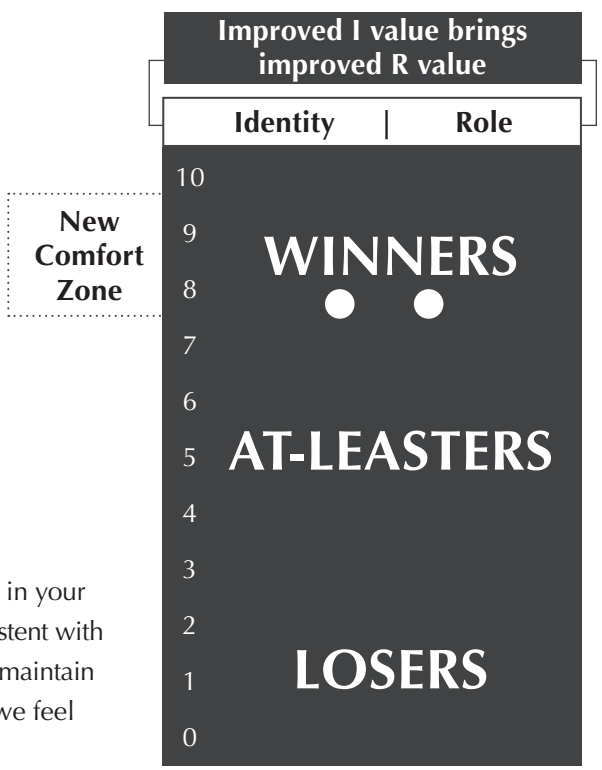
At the other end of the scale are the losers. They consistently rate their identity between 0 and 3. Losers have low self-esteem. They tend to have little confidence in their abilities or judgement. They don't expect to win and more often than not, they don't. Losers are unlikely to try something new or do things differently. After all, if they try something new and are not successful, this will reinforce the poor self-image they already hold of themselves. When losers do experience role failure, they look for excuses to blame the poor result. If they fail to secure a sales contract or sale, they may blame the economy, the competition, the product capability or even their own company's pricing policy. Not accepting responsibility extends to positive outcomes as well. If a Loser secures a big contract or complex sale, they will attribute it to good fortune. Losers tend to feel victimized by both good and bad luck. They will often resent others for whom success appears to come more easily.

At-Leasters



In between the winners and losers are the at-leasters. Their identity rating is between 4 and 6. They may not be winners but at least they are not losers. Their identity rating is closely linked to their role performance. Because they don't see themselves as winners, they don't stretch outside their comfort zone and strive for greater levels of success. At the same time, they don't want to be labeled a loser or a wimp, so they will do whatever is necessary to maintain the status quo. Sometimes they lose ground and do not feel good about themselves but over the long run they remain average.

Where do you fall on the scale?



Whatever your psychological position, you will find that you are as successful in your roles as your self image allows you to be. You will perform in a way that is consistent with the value you place on yourself. This is the result of the tendencies we all have to maintain an integration of our R-level with our I-level in order to act in a ways in which we feel about ourselves.

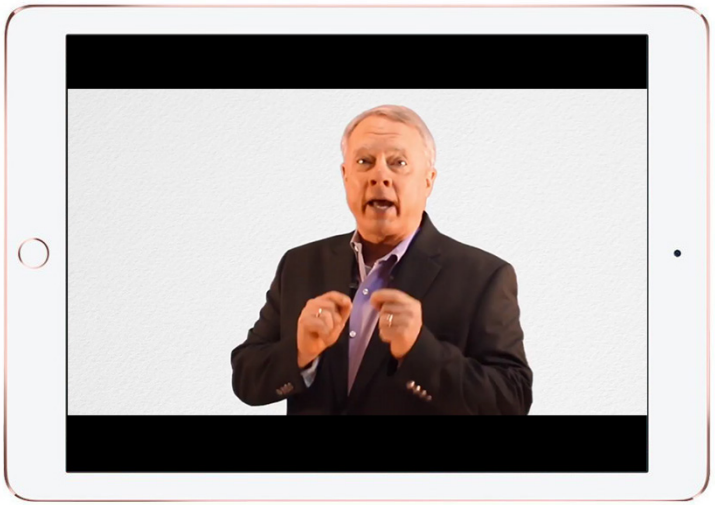
In work situations we subconsciously adjust our performance level so that our R value matches (more or less) our I level. When our R value matches our I rating we feel comfortable. When our R value is within one level of our I value, this is our comfort zone. The need to remain in the At-Least or Loser comfort zone can keep you from attaining and maintaining the level of success of which you are capable. The need for your comfort zone also creates a strong fear of failure, which stops you from taking risks that can open up new options and activities to you. You play it safe and protect your I side with low risk-taking situations to avoid failing and a high-risk endeavour and reaching higher levels of success.

If you are a Loser or an At-Leaster, your comfort zone is a comfortable trap from which you need to escape. You may not have thought of your performance in those terms. You may have convinced yourself that you are, in fact, uncomfortable with your current level of performance. But the truth of the matter is, you are not yet uncomfortable enough with it to change it. If you are to improve your role performance, you have to improve your I value, your self-image or self-esteem.

Summary to know

- Everyone has a perception of their own self-esteem or self-image, this is their Identity or I value.
- Everyone has a level of performance that they are capable of within their role,this is their R value.
- We feel comfortable when our R value is close to our I value.
- Our I value can therefore restrict our achievement of higher role performance.
- In situations when our R value is reduced, a perceived reduction in our self-esteem or identity can be experienced.
- The only way we can consistently improve our level of performance is to first improve our own self-image.

SECTION B EXERCISE



WATCH

*Watch Dave Arch's video **Transforming Leaders the Sadler Way** at **rebrand.ly/jrgsb** —Write down three things you are doing to build your Identity outside of your role and share with your accountability partner.*

Section C: Industry Standards

The progression of skills and experience will move you along in your career. Below is the outline of how to become proficient with different lead types and a reasonable expectation of conversion.

Internet Lead Flow: Internet leads can easily convert around 1-2%

Agents who complete Path to Platinum will find the majority of their business will come from referral and sphere because the systems in place are designed to create sphere and referral business. The great thing about referrals is they will convert faster, need less incubation time and often more easily trust you. As your skill set improves and your real estate pipeline matures will have a diverse set of leads to work from.

Standards for Success

Weekly standards are important for ensuring success Path to Platinum standards are:

1. 30-50 real estate conversations a week.
2. Add 5 leads a week to your internet lead database
3. Complete the PATH to PLATINUM

SECTION C EXERCISE

You will want to memorize these 3 points and share with your accountability partner:

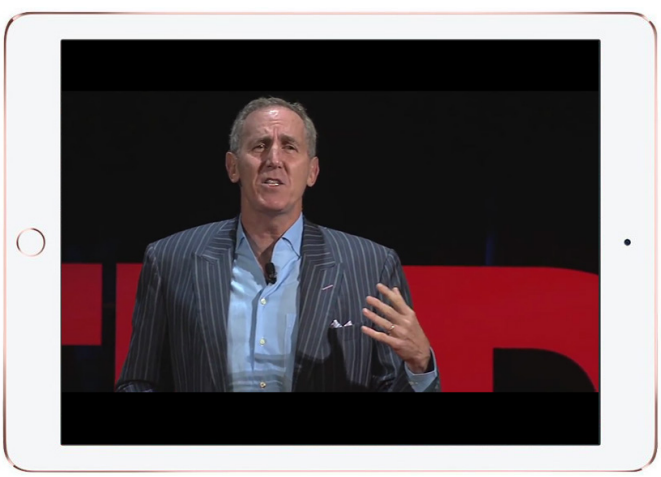
1. *1-2% is the optimum conversion rate for Internet leads*
2. *Skills building is a continuous process and the primary building block of success as an agent.*

Section D: Managing your Energy and Emotions

The Power of Full Engagement written by Jim Loehr and Tony Schwartz talks about the management of energy as the key to success, not time management. This is a revolutionary concept to our society and when we lean into its basic understanding we can have a more successful real estate career. According to Jim & Tony we need 4 types of energy to sustain high performance:

- Physical Energy - This is the quantity of our energy
- Emotional Energy - This is the quality of our energy
- Mental Energy - This is the focus of our energy
- Spiritual Energy - This is our energy purpose

SECTION D EXERCISE



WATCH

*Watch **The Way We're Working isn't Working** by Tony Schwartz at TEDxMidwest at **rebrand.ly/jrgse** —Describe your current and future energy, management techniques to your accountability partner.*

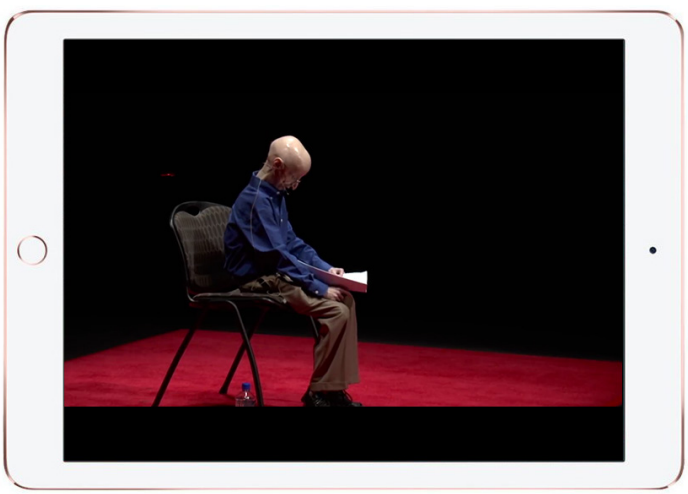
Section F: Happiness by Sam Berns

Real estate can be a very demanding career with many ups and downs and what we choose to focus on will determine our success and failure as an agent. Obstacles will be inevitable and of course so will rejection. Therefore we will benefit most by choosing where to put our energy. Sam Berns does an excellent job giving you his perspective for a happy life.

Sam's 3 Philosophies

- Focus on what you can do
- Surround yourself with great people
- Keep moving forward

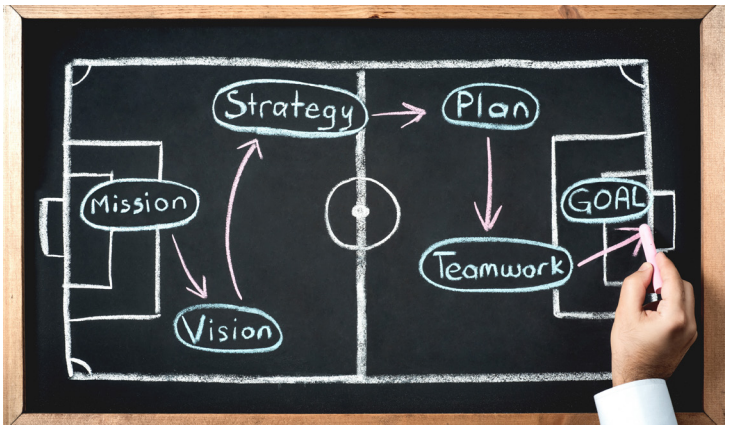
SECTION F EXERCISE



WATCH

*Watch **My Philosophy for a Happy Life** by Sam Berns, TEDxMidAtlantic at **rebrand.ly/jrgsf** —Describe your personal philosophy for maintaining a happy life to your accountability partner.*

Section G: Goal Settings



Goal setting is a topic where there is plenty of advice available! So where do you start and what do who do you listen to? The desire is that you set meaningful goals to YOU! Meaning, that your goals are personal and purposeful. The goals you set should be personally fulfilling. Selling real estate is an amazing career and we have so many opportunities to contribute and help our clients. Yet, we also have objectives in our personal life that are being funded by our profession as realtors. Brian Tracey has been a leader in the world of goals setting for decades. He has twelve specific steps he describes as important in setting meaningful goals.

Brian Tracey 12 Step Method

1. Decide exactly what you want in every key area of your life
2. Write it down
3. Set a deadline
4. Identify the obstacles that you will have to overcome to achieve your goal
5 Identify the knowledge, information and skills you will need to achieve your goal
6. Identify the people whose help and cooperation you will require to achieve your goal
7. Make a list of everything you will have to do to achieve your goal.
8. Organize your list into a plan. You organize this list by arranging the steps that you have identified by sequence and priority
9. Make a plan and organize your list into a series of steps from the beginning all the way through to the completion of your goal.
10. Select your number one, most important task for each day
11. Develop the habit of self-discipline
12. Practice visualization of your goals

SECTION G EXERCISE

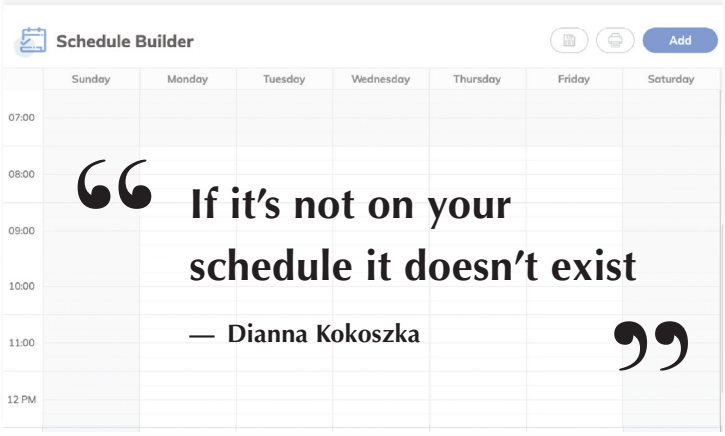
WATCH

*1. Watch Brian Tracey's **10-Step Goal to Personal Success** at **rebrand.ly/jrgsg1** —Share what you learned in the video with your accountability partner.*

WATCH

*2. Watch Brian Tracy's **12-Step Method to Goal** setting at **rebrand.ly/jrgsg2** —Write down your personal one-year goals using Brian's system.*

Section H: Create & Keep your Schedule



A career in real estate can pull you in so many different directions. When you have a habit of being reactionary, you can neglect the important activities of being a salesperson like making sales calls. Stephen Covey's book, The Seven Habits of Highly Effective People, teaches us how to prioritize our schedule.

Here is the Stephen Covey's Matrix for prioritizing your tasks:

Urgent	Non-Urgent
Urgent and Important	NOT Urgent and Important
Urgent and NOT Important	NOT Urgent and NOT Important

SECTION H EXERCISE

Look over your last week and put the tasks you completed in each of the four quadrant. Where was the majority of your time spent?

Section I: Setting up a Default Schedule

A default schedule is what you want your day to look like in an ideal world. We know that in real estate there are many variables. However, having a go to schedule will help you stay on track and accomplish the goals you set! Scheduling your important but not urgent tasks (like making calls) and treating those blocks of time as an appointment with yourself will ensure you succeed at an extraordinary level. There are 5 key ingredient to your schedule that will help-you SUCCEED in your real estate career.

1. PLANNED PERSONAL TIME OFF: Remember that energy is finite from the video we watched. Having planned time off breaks help you perform at your highest level.
2. PRACTICE TIME: I am sure you have heard the saying that to become excellent at anything takes 10,000 hours and it is better we practice and learn our skills with one another than on our prospects.
3. CALL TIME: Call time, aka lead generation time, is when we do our most important and non urgent task of finding business.The truth is people do business with people that they know and trust and are IN FRONT of them when they are ready. Timing is critical in this business and staying in consistent communication will help ensure that you are there when they are ready to buy or sell.
4. PRESENTATION TIME: Block out when you plan to go on appointments.
5. NEGOTIATION AND ADMIN: Plan this too!

SECTION I EXERCISE

Set up your ideal week using a default schedule. Remember to include the five key ingredients for a successful real estate career and show your schedule to your accountability partner.

- Planned Personal Time Off
- Practice Time
- Lead Generation / Lead Follow up time (aka call time)
- Presentation Time
- Negotiation/ Administrative Time

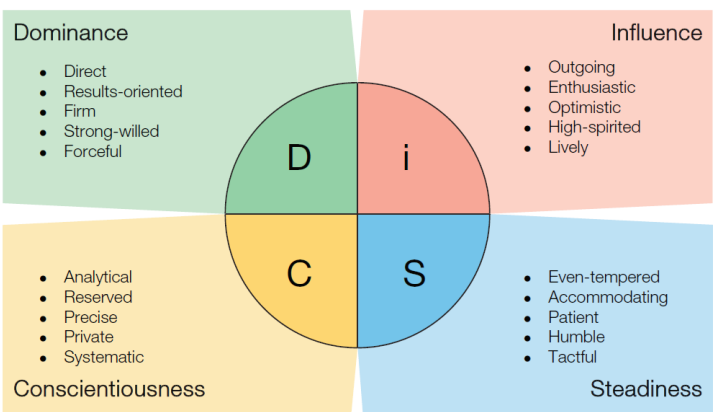
Example Default Schedule

	Monday	Tuesday	Wednesday	Thursday
9:00 - 9:30	Team Meeting	Script Practice	Script Practice	Script Practice
9:30 - 10:00	Team Meeting	Lead Generation	Lead Generation	Lead Generation
10:00 - 10:30	Lead Generation	Lead Generation	Lead Generation	Lead Generation
10:30 - 11:00	Lead Generation	Lead Generation	Lead Generation	Lead Generation
11:00 - 11:30	Lead Generation	Lead Generation	Lead Generation	Lead Generation
11:30 - 12:00	Meet w/POD Leader	Lead Generation	Lead Generation	Lead Generation
12:00 - 12:30	Lunch	Lunch	Lunch	Lunch
12:30 - 1:00	Lunch	Lunch	Lunch	Lunch
1:00 - 1:30	Admin	Admin	Admin	Admin
1:30 - 2:00	Admin	Admin	Admin	Admin
2:00 - 2:30	Admin	Admin	Admin	Admin
2:30 - 3:00	Appointments	Appointments	Appointments	Appointments
3:00 - 3:30	Appointments	Appointments	Appointments	Appointments
3:30 - 4:00	Appointments	Appointments	Appointments	Appointments
4:00 - 4:30	Appointments	Appointments	Appointments	Appointments
4:30 - 5:00	Appointments	Appointments	Appointments	Appointments
5:00 - 5:30	Personal Time	Appointments	Appointments	Appointments
5:30 - 6:00	Personal Time	Appointments	Appointments	Appointments
6:00 - 6:30	Personal Time	Appointments	Appointments	Appointments
6:30 - 7:00	Personal Time	Appointments	Appointments	Appointments

Section J: Communication Styles

People have unique ways to communicate to each other. When you understand that people are uniquely different based on their communication styles, then you will better relate to your customers and peers. The key is to understand yourself first. Review the DISC below.

SECTION J EXERCISE 1



1. *Take the DiSC assessment. What are your results?*
2. *Watch **People are Predictably Different** at **rebrand.ly/jrgsje2***
3. *Describe to your accountability partner how you can be a more effective communicator with the other DiSC styles.*

SECTION J EXERCISE 2

WATCH

1. *Watch **Your Personality and Your Brain** by Scott Schwefel at TEDxBrookings at **rebrand.ly/jrgsje2x***
2. *Who are you? Write down 5 adjectives that describe you and share them with your accountability partner.*

1 _____

2 _____

3 _____

4 _____

5 _____

Section K: Demonstrating Confidence

Being a confident person is critical to your success as a real estate agent. The more confident you are, the more people that will trust and be comfortable with you and hire you to be their agent. Here are a few tips below to appear more confident.

- Posture: As my mother always said to me, "stand up straight." Being comfortably erect is the key to showing confidence with your body language.
- Direct eye contact: Look the person right in the eyes or just slightly above or below. Eye contact for too long can be uncomfortable but no eye contact can give off an air of feeling insufficient, inadequate or depressed.
- A good, firm handshake: Offer your hand straight on and directly. Offering your fingers only can appear weak. The handshake should be strong without being overpowering. You don't need to crush bones to be direct and firm. Personality styles will often dictate the number of "pumps" in the handshake from one to quite vigorous.
- Your voice and the words you use: You should appear relaxed and as such speak clearly and be paced appro priately with your listener. Allowing the voice to have a resonant quality is also necessary to be considered well spoken. Finally, having a broad base of experiences and education provides a level of confidence in the conversation as well.
- Dressing to be confident: Confident people do dress well, even if the clothing is not overly expensive. When you are "put together", people see you as a confident professional. The price of your clothing and car really does not matter. But, being prepared, organized, and dressed well with great sales materials does. The level of preparation will demonstrate your professionalism.
- Don't wear your Rolex to your salary negotiations. Just remember people are always judging you on your appearance and every time you take a listing you are entering into a salary negotiation. You will want to look successful, have a clean car but not be over the top, otherwise they will think you make TOO MUCH money. Unless you are taking a luxury listing be conservative, and above all else dress a notch above your client. When working with the wealthy they will want to know that you have experience and comparable success to them and you can demonstrate that through your attire and presence.
- Speak with purpose: When speaking to the client be sure that you are talking on point, and about them. Remain professional and always bring the conversation back around to their buying and selling real estate.
- Talk less and listen more: My dad always said" you have two ears and one mouth for a reason, listen twice as much as you talk". When people feel heard and under stood they feel connected.

SECTION K EXERCISE

If you went to meet with a financial planner to invest your entire life savings, what would you want that person to look like, act like and how would you want them to make you feel? Describe that person in writing and share it with your accountability partner.

_____

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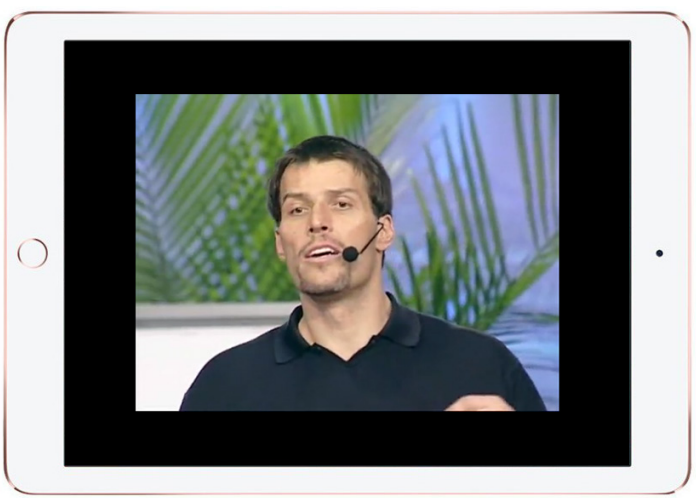
Section L: Building Rapport Section

Rapport is a state of harmonious understanding with another individual or group that enables greater and easier communication. In other words rapport is getting along well with another person, or group of people, by having things in common, this makes the communication process easier and usually more effective.

SECTION L EXERCISE



WATCH

Best Methods to Build Rapport *by Tony Robbins at* ***rebrand.ly/jrgsL*** *—Describe for your accountability partner three to five ways you can build rapport with clients and prospects.*

M: Identifying Your Core Strengths

The book Strengthsfinder by Tom Rath focuses on how to use your strengths. All too often we focus on what is not working instead of what is working. When we lean into and use our strengths we find our jobs and lives easier.

SECTION M EXERCISE

Take the Strengthsfinder Test at ***gallupstrengthscenter.com*** *Cost is $19.99 Share with your accountability partner your five strengths and how you can use them in your work with clients and real estate career.*

1 _____

2 _____

3 _____

4 _____

5 _____

TIER 1, Module 2

Mastering Scripts and Dialogues

The Mastering Scripts and Dialogues is one of the most fun and exciting modules. It will assist you in becoming a consultative sales consultant. As we know, consultants are paid a higher fee and that is what you are... A Real Estate Consultant.

Section A: Answering the Phone

The tips below are critical to helping us all appear professional and consistent. We are all the face of the company and what each of us does will impact the rest. For example if someone has a great experience with us then they tell their friends and when that person wanders into an open house or calls on an ad they will expect the same experience. Conversely, if someone has an agent that is rude to them on the phone than that customer will assume that other people at that company are also rude. Answering the phone is where the experience starts for the customer.

Phone Skills

1. Answer before the third ring
2. Wait until you have the phone next to your face to start talking
3. Introduce the business and yourself when you pick up the phone
4. "Thank you for calling (Your Broker's Name), this is (your name), how may I help you today?"
5. Be appropriately formal
6. If the call isn't for you, transfer it to the right person
7. Smile when you speak

SECTION A EXERCISE

Listen to the answering phone call in the training library and for the next week practice smiling the entire time you are on the phone, even on a disgruntled call. Tell your accountability partner about the experience.

Section B: BAM

BAM stands for Buyer – Agent – Money and was created by Tom Hicks of Wordsmith Sales Advantage. During the great recession there were many people that wanted to buy and so few could due to their circumstances, banks were hesitant to lend money, and there were far fewer deals to go around than before. Tom knew that he had to qualify people, so he focused on three things. He found out if the person was a genuine buyer and that person had a compelling reason to move. Tom would determine if they had an agent and he did all of this on the very first call. Lastly, he made sure in those first few minutes that the potential buyer had the money or ability to buy real estate, since so few people could at that time.

Script Example

Ring, Ring...

Agent: Thank you for calling (BROKER NAME) this is (your name), how may I help you today?
Customer: Yes, I was calling about 123 Main street, what is the price on that home?

Agent: That is a fantastic home, everyone is calling me on that house. Could I get your number in case we get disconnected? Oh, and do you mind if I ask your name?
Customer: It is Sarah and my number is 208-555-5555

Agent: Thank you , Sarah since you are calling me direct I assume you must not be working with an agent, is that correct?
Customer: No, I do not have an agent. I am just curious what the price is.

Agent: So I can give you the correct information do you mind if I take a minute and look that up real quick...
Customer: Go ahead.

Agent: And while I have you on the phone do you mind if I ask you a couple quick questions?
Customer: Sure.

Agent: Are you looking for a home in that area?
Customer: Yes or near by, we want to stay in that school district.

Agent: I see, and how soon are you looking to be in your new home?
Customer: Before school starts next year. Our lease is up and we want to buy instead of rent again.

Agent: That makes perfect sense, I am curious will you be paying cash or obtaining a loan?
Customer: We are using a loan for certain and we are already pre-qualified with ICCU for our loan.

Agent: I have the house pulled up now. It looks like a 3 bedroom, 2 bathroom home with 1584 sq ft in North Meridian for $250K, is that the type of property and price you are looking for?
Customer: Oh my, that is a little higher than we thought and we really need to stay closer to $220K. The 3 bedroom, 2 bBathrooms and square feet are perfect.

Agent: Off the top of my head I have a few other homes that fit what you're looking for, how soon would you be available to meet at our office? That way I could show them to you on-line and we could look at the ones that are most interesting to you in person?
Customer: My husband and I can be there around 2pm today

Agent: That works for me too. I will text you my office address and contact information; does that work for you?
Customer: Yes, thank you.
Agent: Great! See you at 2pm, Sarah!

SECTION B EXERCISE

Memorize BAM and be able to seamlessly use it in a conversion scenario. Role Play with your accountability partner.

Section C: Internet Leads

Internet is the wave of the future and being able to successfully convert internet leads will be critical to your success as a real estate agent today and in the future. In order to succeed at internet leads you'll need to be able to convert them. Using Path to Platinum with tried-and-true scripts like BAM and the one below, let's take a look at the script and fully memorize it so you can convert at a rate of 1-2% or higher. Some of the best internet converters do so at 5%.

Internet Lead Script:

- It is always most effective if there is no answer, to send an immediate text.
- Phone call script: I noticed you were browsing our web site for properties in_____.
  I am wondering when you are looking to move. (Your name, title and broker's name).
- Text / Email: I just left you a message thought this was a better way to connect. I noticed you were browsing on our website for properties in_____. I was wondering when you are looking to move. (Your name, title)
- If no response from the phone call, text or email follow up again everyday for 10 days.
  If still no contact after 10 days put email and offer a relocation guide and put the lead on a drip campaign.
- Make at least 1 call or contact per week, every week for between weeks 2 and 12.

SECTION C EXERCISE

Memorize the internet lead conversion script and be able to articulate it to your accountability partner.

Section D: Open House

Open houses are one of the tried and true methods for generating leads as a real estate agent. Open houses are fantastic because they allow you to get face-to- face with future prospects and build rapport early on in the relationship.

In order to convert leads at open houses you'll need to an excellent script, like the one below. Review the dialogue for open houses:

Open House Script:

Agent: Greet them at the door, while holding the flyer's in hand. Say "thank you for coming by, how did you find us today?"
Customer: We found you on Zillow.

Agent: Fantastic, the seller requests that you please sign in and I will give you a flyer. I promise I won't bother you. (Hand the customer a flyer). After you take a look around the house would you mind stopping in the kitchen and giving me some feedback that I could share with the seller.
Customer: Not a problem we would be happy to do that.

Agent: Fantastic, let me let me know if you have any questions at all and I'd be happy to answer them. After they come into the kitchen, ask "what did you think of the house"?
Customer: We really like it, but it's just missing a bedroom. We really need four bedrooms.

Agent: I see, do you mind if I ask, what you're looking for, I might've already seen a house that fits your needs.
Customer: We need four bedrooms two bathrooms in the West Boise area, so we can be close to work, but we're having trouble finding it.

Agent: I see, (continue the conversation using BAM and offer to show the buyers other properties that fit their criteria).

Bonus Script: Persuade Them to Use Your Website

Agent: I can't imagine this is happened to you, but often times many of my clients have told me that when they're looking on Realtor.com, Trulia or Zillow sometimes the information is old or by the time they get to the house the ones that are the best, have sold!... has that ever happened to you?
Customer: Yes, and it's really been quite frustrating.

Agent: That makes sense, and I've heard the same frustrations from many of my clients. Are you familiar with the Multiple Listing Service?
Customer: I have heard of it.

Agent: Well, it is the website that agents use to advertise their listings to other agents and our website connects directly to the multiple listing service. If I set you up on my site you get information that is current. Would it be helpful if I sent you a link, so you can use it?
Customer: Oh that would be fantastic!

Agent: What is the best email address to use? Wonderful, and if for some reason I have trouble, what is the best number to reach you at?

SECTION D EXERCISE

Memorize the Open House Script and role play it with your accountability partner.

Section E: Pattern Interrupt

A pattern interrupt is a way to change a person's state of mind or strategy. We all have behavior patterns that are habitual sequences or mental pathways. When we say something that is not in the expected course we interrupt the pattern. Examples of Pattern Interrupt include:

- Did I catch you at bad time?
- This is a cold call would you like to hang up now?
- Thank you for taking my call.

SECTION E EXERCISE

Listen to the recorded call on pattern interrupts in the training library and practice the techniques. Share a story of when you used a pattern interrupt with your accountability partner.

Section F: Velvet Rope

Velvet rope marketing has been used for years. An example would be a dance club in Los Angeles where there's a line out front and there is a velvet rope. Yet, it's really not that busy inside but the appearance is that the club is very busy. Using a velvet rope in real estate is demonstrating to the customer that you have a very busy schedule and many clients. You might be able to take them on as a client that you can work with. Here are some ways to use the velvet rope technique in your real estate career. When setting an appointment don't be available for the first time the customer picks. Instead give the customer a couple of choices. You could also say something like this "I think I have enough room to take another client on; I believe I can make Saturday morning work."

SECTION F EXERCISE

Listen to the recorded velvet rope call in the training library and practice the technique, then share a story of when you used it with your accountability partner.

Section G: Magic Wand

Using the magic wand technique in real estate is a way to get the prospect or the client to tell you exactly what they're really looking for without having to ask a bunch of questions. An example of this would be something like "if everything worked out perfectly when would you like to move, what would you like this entire situation to look like?" "If we had a magic wand and could find the perfect home... what would it look like?"

SECTION G EXERCISE

Listen to the magic wand recorded call in the training library and practice the techniques, then share a story of when you used it with your accountability partner.

Section H: Prospect Readiness

Determining a client's readiness to buy or sell is one of the hardest aptitudes to develop in your toolbox. Determining a buyer or seller's readiness will take not just asking them directly but also developing the ability to read cues from their body language and the responses to your question. Examples of prospect readiness are when a seller says something like this, "so, how much is your commission" or "if we sold, do you think it would sell right away" or "what price do you think we should list at" or "do you think we should"?

Another example of prospect readiness is when the prospects circumstances indicate they would be ready. For example, they are currently living with in-laws. Although, the prospect may say, "we can stay here as long as we want" or "I'd like to move sooner, but we have all the time in the world." These are examples of prospect readiness cue's.

SECTION H EXERCISE

Listen to the recorded call on prospect readiness and practice the techniques, then share a story of when you noticed a prospect was ready with your accountability partner.

Section I: Parroting

Parroting is a sales technique, where make the client feel heard. Feeling heard and understood is one of the most important things a salesperson can do for their clients. Some examples of parroting is when you paraphrase back to the client what they've told you and ensure that you heard their needs. This makes the client feel very comfortable with you. Acknowledging the clients needs throughout the sales process is imperative. An example of paraphrasing is when the client told you a scenario of what they want to have happen and then you reply back with a statement like, "just so I know I'm on the same page with you, what I heard you say was...." then you relay back to them exactly what they said to you. Example: "You said you'd like to move by February and you really need to get at least $230,000 for the house so that so that you can have a big enough down payment to be able to afford to live in the school district that your family wants to be in. Am I on the same page with you?"

SECTION I EXERCISE

Listen to the recorded call on parroting in the training library and practice the techniques, then share a story of when you used it with your accountability partner.

Section J: Third-Party Story

Third party stories are incredibly beneficial in helping the prospect or client move forward. Third party stories can provide a comfort level for the client by showing them that their concerns or what they're about to do is normal. A third party story is when you share with the prospect something that you recently did for another client in their same or similar situation. An excellent time to use a third party story is when the prospect or client voices a concern. For example, if the client says something like, "I am nervous to list my home because I do not think I will be able to find a home to move to."
In that instance, try a third party story by saying something like, "I just helped a client last month with the same concern. What we did was we got her home ready to list and as soon as we found a home we put her house on the market. Would something like work for you?"

SECTION J EXERCISE

Listen to the recorded call on third party stories in the training library and practice the techniques and share a story of when you used it with your accountability partner.

Section K: Biggest Fear

My biggest fear technique is a way you can be completely honest with the client without coming across as brash or abrasive. For example, when a client doesn't want to sign a buyer's representation agreement and you decide you want to work with him anyway, you might say something like "I understand Mr. buyer that you're uncomfortable signing the buyer representation agreement and that's fine, I'm happy to work with you. My biggest fear is that I might work with you for months and then you buy a home from someone else. You might already know that I earn my living on commission, so I only get paid when I find a home for you to purchase."
Being completely honest with the prospect lets you know how they'll treat the situation and also gets it out on the table.

SECTION K EXERCISE

Listen to the recorded call about my biggest fear in the training library, practice the technique, then share a story of when you used it with your accountability partner.

Section L: Falling on the Sword

Falling on the sword is a way to take responsibility in almost any situation. Falling on the sword helps the prospect feel comfortable in a difficult situation. For example, let's say the prospect shows up 30 minutes before your scheduled to meet with them. You know you sent them a text message that confirmed the time and day that you would meet. You might say something like, "Mr. Buyer, I am so sorry, please forgive me for not communicating. I had us down to meet at 10:30 am, I can be right there. Will this be ok?" The client might respond with something like "oh no, I am so sorry. Let me go grab a cup of coffee and I'll see you at 10:30am."

SECTION L EXERCISE

Listen to the recorded call about falling on the sword in the training library and practice the technique, then share a story of when you used it with your accountability partner.

Section M: Upfront Contract

An upfront contract is a way to get a verbal agreement before moving forward. People typically want to keep their word and when they give you a commitment they generally follow through. For example, an upfront contract can be something like, someone wants to see a house but they do not want to come to the office first. In that instance you could get an up front contract by saying something like, Mrs. Buyer, I'm happy to come open up the house for you at 123 Main Street. If I take time out of my day to do that, would you allow me the opportunity to earn your business?

SECTION M EXERCISE

Listen to the recorded call on upfront contracts in the training library, then practice the techniques and share a story of when you used it with your accountability partner.

Section N: Be A Chameleon

As we learned earlier in DISC training, it's important that we can match our clients DISC style. If the client is fast-paced, you will want to behave fast-paced. If the client is slow and methodical, you want to be slow and methodical. People like people that are like them. So, you want to match your client as best as possible, this helps the client become comfortable with you.

SECTION N EXERCISE

Listen to the recorded call about being a chameleon in the training library, then practice the techniques and share a story of when you used it with your accountability partner.

Section O: Close the Sale

Closing for the appointment or closing for the contract can be different. This section focuses on the close for the appointment. Here are some examples of how to close for the appointment. “How soon can we meet? Would it be helpful if I put together some properties for you to look at? When are you and your husband normally together? Why don’t we do this?”

SECTION O EXERCISE

Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.

NOTES:

TIER 1, Module 3

Mastering Customer Service

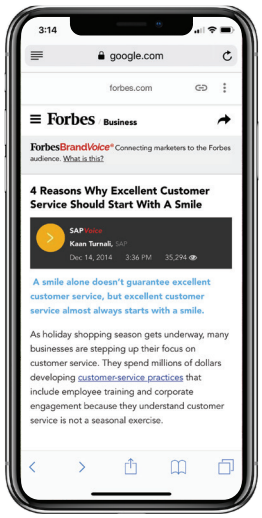
Customer service is the lifeblood of all business. Without excellence service all business will cease to exist as new competitors with better service emerge. Below are a few exercises to help you focus on your customer service skills

EXERCISE 1 — Smile

Read the Forbes article,"4 Reasons Why Excellent Customer Service Should Start With A Smile" at ***bit.ly/2neSpPD***
Share what you learned with your accountability partner.

Takeaways

- Smiling doesn't just change your face it communicates a state of mind
- Respond as quickly as possible
- When don't have an answer let the client know you are still working on their issue. Check in with your client regularly.
- Smiling can be a reflection of you and your team as a whole
- Smiling sets the tone and builds rapport



EXERCISE 2 — Quick Response Time

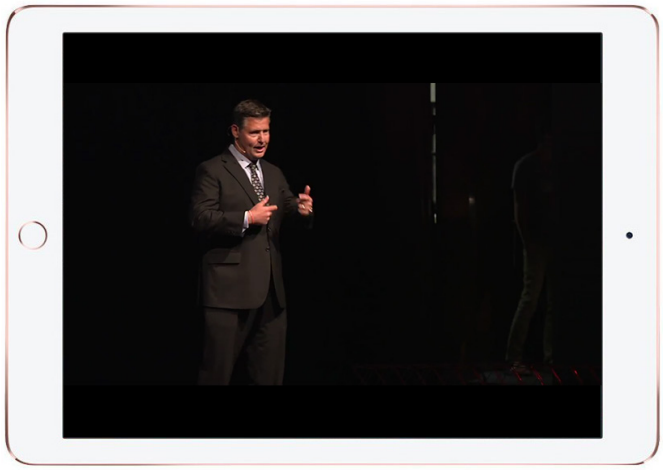
15 Tips for Crystal Clear Communication

1. Develop empathy as your cornerstone
2. Exude positivity by watching your words
3. Practice patience by knowing your triggers
4. Aim for clarity before persuasion
5. Keep it simple
6. Cultivate curiosity through questions
7. Listen attentively and actively
8. Learn to prioritize, then automate
9. Keep your composure
10. Thicken your skin
11. Hone your humility
12. Adapt, adapt, adapt
13. Take ownership and responsibility
14. Act with confidence
15. Become a teachable teacher

Takeaways

- Respond as quickly as possible
- When don't have an answer let the client know you are still working on their issue.
- Check in with your client regularly

EXERCISE 3 — No Mutual Mystification



Watch

*Watch the video at **bit.ly/2Ed3tVN** on Sandler tip **#3 - No Mutual Mystification***

Takeaways

- Are you hearing what the client is saying?
- Don't let yourself get 'happy ears' (hearing only what you want to hear).
- Confirm EVERYONE understands.
- Confirm the next steps.
- Never leave the customer in the 'woods'.
- A doctor would never walk up to a patient and hand them a report that says "you have cancer" and then walk away with no communication. It is important you don't deliver bad or unfavorable news to your client without timely, clear, concise communication. For example: When the RE10 comes back and you represent the seller, do not hand them the long list of requests and say let me know what you want to do. Pick up the phone, call them, and explain to them that you see these types of requests often. Let them know their options. End the call with a clear plan of action, one that the client fully understands and agrees to.

EXERCISE 4 — Practical Applications

Watch your service for the next week and share a story of how your service shined with your accountability partner.

NOTES: _____

TIER 1, Module 4

Mastering Customer Service

Our final module in the Bronze Level Achiever category is Mastering Customer Service. Believe it or not many of us have a slightly different idea of what customer service is. Although, many things can be universal in the service world, like a smile or prompt response, slight differences will make YOU cutting edge and WOW your client! Many gold medalist's will tell you they won by just a few tenths of a second and you will win too!

- **The buyer consultation**
- **Presenting the blue brochure and buyer rep**
- **Showing homes**
- **Closing the sale**
- **Writing the contract**
- **Presenting the offer**
- **Celebrating the WIN**
- **How to work with a buyer according to the Path to Platinum**

Setting The Appointment Scripts

I understand you're thinking about making a move, how can I assist you?

So I can help you best, may I ask you a few questions?

What is the best phone number and email address for you?

How soon would you like to be in your new home?

What price range are you comfortable in?

Will you be paying cash or obtaining financing?

Have you been pre-qualified, so that you can home shop like a cash buyer?

Could you describe your dream home for me?

How soon can we meet at my office so I can share with you some information about the market and show you some homes that might fit your criteria?

Great! I will email you a confirmation of our appointment along with the address and directions to my office. I look forward to seeing you.

Do you have any other questions before we meet?

Initial Consultation

Thank you so much for meeting me today, I am looking forward to helping you. Let's head to the conference room.

What we will do first is cover the information you gave me over the phone, then we can see what is happening in the market, how does that sound?

Great, I will also provide you with a Buyer handbook and quickly cover how our team works for you.

Lastly of course, we will review properties that fit your criteria, sound good?

I understand, now the reason you are moving is because...

And ideally you would like to be in your new home by...

Now you said you will be purchasing your home using (FHA, VA, CONV, or CASH)? Fantastic!

When we spoke on the phone, you described your dream home for me, and it had (replay back what they said), is that right?

What would you say are your top 5 non-negotiable's for your new home, meaning you do not want to look if it doesn't have that feature.

Great! So, your list will help us easily eliminate homes that will not work for you and find homes that do and I will not waste your time by showing you homes that are not a match.

1. _____

2. _____

3. _____

4. _____

5. _____

Wonderful, as you may know the real estate market can be a buyer or sellers market based on the number of months of inventory available in a particular price range and area (Review the market stats report with the client).

Now, this is our company's buyer process, may I take a minute and share it with you? (Quickly review it with the client). Please feel free to read through and call me with a list of questions afterwards. Once you find a home that works for you, I will check the value and we can discuss what you would like and I can advise you based on the market conditions. Will this work for you?

Are you familiar with how agencies works in our state? Would you mind if I took 5 minutes and shared with you how agencies works and how I am compensated?

This document is a disclosure provided by our state and it tells you what your rights are as a customer and unless you hire an agent you are not being represented. It will also tell you what to look for in an agreement, such as length and compensation, and I will review that information with you today. When you hire me I will be representing you under contract and my responsibilities are to help you find a property, represent you, keep your information confidential and share with you any important information during negotiations. May I show you my representation agreement? Great, here are the terms (show and explain the terms). We will be working together, here are my responsibilities (review responsibilities) and this is how I get paid. The great news is as a buyer I collect my fee from the seller. We do use a professional transaction coordinator and it is an additional layer of service that helps you dot the i's and cross the t's and it is paid at closing. Do you feel comfortable working with me?
Great, just sign here.

EXERCISE 1

Watch the Buyer Consultation video in the training library and practice the buyer consultation with a teammate.

EXERCISE 2

Record and watch yourself giving a buyer consultation. Make a list of areas you would like to improve on, then share that list with your accountability partner.

Showing Property

Arrange the properties in order for the shortest distance. Print additional client MLS sheets for each home and give to the client. After opening the door say, "I will follow behind you and answer questions. At the end we will briefly discuss and rate the home prior to moving to the next one". Remember to warn your client about electronic surveillance and to discuss outside the home. After the client views the home and you have answered questions ask, "What do you like about this home? What do you dislike about this home? On a scale of 1 to 10, 1 being not at all and 10 being you want to write an offer, what do you rate this home?"

EXERCISE 1

Watch the Showing Homes video in the training library and practice the showing homes with a teammate. Let your accountability partner know you have practiced showing homes with a teammate.

EXERCISE 2

After your showing homes practice session create a list of what you want to improve on. Share the list with your accountability partner.

I am very excited you found a home that works for you! Share with you me what are you thinking of offering? (Be sure to discuss the following items: earnest money, the contingencies, loans, inspection appraisal and any others items including closing date, closing costs, etc. If you need to make a suggestion try this dialogue, " Well, since (give the reason), would you consider offering? What do you think they need to change in their offer?"

Under Contract

Congratulations! Your offer was accepted! The next step in our process is for our Closing Coordinator (name) to set up your file. (Name) will be assisting me on your file and he/she will be calling to touch bases with you by the next business day. He/she and I will both assist you through the process. Let's schedule the home inspection, and provide your contract to your lender and the title company. What other questions do you have right now?

EXERCISE

*Listen to the **Congrats, You're Under Contract** recording in the video library. Share with your accountability partner what you learned.*

At Closing

Thank you so much for the opportunity to serve you. It was a pleasure working with you. You know, I am always thinking about making a move?

EXERCISE

*Listen to the **Ask for the Referral at Closing** recording in the video library. Share with your accountability partner what you learned.*

Standards to Keep

Return texts & emails in between houses but make sure to let your client know you will be doing so. Remain focused on the client while you are with them. Respond to all clients within an hour. Even if the response is simply when you will respond to them. Deliver Nordstrom's service, because that's who you are!

TIER 1
Silver Level Achiever

You are now ready to reach Silver Level Achiever status! In this level, you will aquire two very important skills. First, the skill of working with other agents. And second, the important skill of creating referrals.

TIER 2, Module 5

Mastering Customer Service

Mastering working with other agents is one of the most important sections. The ability to cooperate with other real estate agents will make your career easier and more successful. There are some tried and true ways to create a cooperative experience, even if the other person is un-cooperative. You'll find that conflict resolution is a key skill to have in order to create win-win solutions for your client.

Section A: Start the Conversation with Empathy First and Logic Second

Here is an example of how to start a conversation with empathy first and logic second. In the middle of a negotiation where the buyer and seller are struggling to agree, you can say something to the other agent like, "I completely understand that your client feels (empathy) like they have already reduced the price and just do not want to do any repairs, but, my client needs x, y, and z done to feel comfortable moving forward. I am sure your seller does not want to re-list and certainly my buyer does not want to find a new home (logic). Can you please let your seller know how important these items are to my buyer?

Section B: Always Create the Win-Win

Always create a win-win means that the buyer and seller both have to feel like they're getting a fair deal in order to move forward. Buying and selling a house is a large financial transaction and if everyone doesn't feel good enough about the deal it just simply won't go through.

Section C: Always Create the Win-Win

Being able to handle conflict is going to be one of your primary skills to being a successful real estate agent. Below is a step-by-step plan of how to solve a problem.

How to Solve a Problem

1. Consider everyone's needs who are involved. What does the buyer want and need and what does the seller want and need.
2. Look for a solution that works for each person.
   The best outcome for my buyer is...
   The best outcome for the seller is...
3. Consider a solution that will get everyone close to what they want. Share with the other agent your possible solutions and listen to their feedback.

4. Envision each person's emotional reaction to your solution.
5. Decide on how to present the solution so that everyone feels good about the proposed solution.
6. Present your solution to everyone with the following sequence:
    - acknowledge the person's concern
    - empathize with how they are feeling
    - tell them "I have a solution, I am going to tell you what it is and then why I believe it will be best"
    - present the solution with the reason for the solution and listen to the clients feedback
    - empathize with their emotions
    - restate the desired outcome and how to get there

Section D: Conversational Intelligence

"Converstational intelligence is what we think, what we say, what we mean, what others hear, and how we feel about it." — Judith Glaser

Objectives for Conversational Intelligence

- Learn how the brain & therefore, our biology, is affecting our experiences with others as we converse.
- Understand how our brain influences our experiences of trust or distrust.
- Understand how trust is the foundation in business.
- Learn how to have conversations that build trust.

"To get to the next level of greatness depends on the quality of the culture, which depends on the quality of relationships, which depends on the quality of conversations. Everything happens through conversations!" — Judith Glaser

3 Levels of Conversations

Level 1: Transactional

"This is about "exchanging information" to keep people in the loop, updating, or getting things accomplished. While this level of conversation is useful to actively direct people and processes to get work done, it often focuses on compliance and includes rewards and punishments. Our interaction dynamics are that of 'Telling and Asking . When we rely on too much "telling what's on our mind" with low levels of listening to 'What's on others minds' we have the potential to move others into a position of fear and reluctance to change. Questions may be close-ended and designed to confirm and protect what we believe is true, which causes others to move into their own protective behaviors.
Level One: Trust is low — Judith E. Glasser

Level 2: Positional

"This level is about "exchanging power" influencing others to our point of view using our personal power and influence skills. There may be win/lose or win/ win outcomes. Frequently, we influence to bring others to our point of view and our interaction dynamics are Advocating and Inquiring. When we use more advocating, we ask questions for which we already know the answers, and we are inquiring into others points of view mostly to win them over to our perspectives. Too much advocating with low levels of listening can move people into protect behaviors. If others believe you have their interest at heart they will become open to exchange, and if they feel you are driving an agenda they will close down and move into distrust. *Level Two: Friends - Evolution — Judith E. Glasser*

Level 3: Transformational

"This level is about "exchanging energy" co-creating and transforming ideas and outcomes with others. Our interaction dynamics are sharing and discovering, which opens us up to broader insights and wisdom that either of us now has. We ask questions to which you have no answers, thereby inviting others to participate in answers that are co-created. This creates a sense of co-creating shared success and empowers everyone involved to participate fully. We are engaging with others in high levels of openness, candor, curiosity and wonder. Stimulating provocative questions that enable us to partner and evaluate our thinking to new thoughts and ideas for innovation. However, if the partnering aspect of the interaction dynamic begins to dissipate, the uncertainty can cause us to fall back into the 'group think' of consensus. *Level Three: Why Are We Here? — Judith E. Glasser*

Conversational Blind Spots

"I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant." A Pentagon spokesman said to Robert McCloskey during a press briefing about the Vietnam War.

Blind Spot 1:

"The assumption that others see what we see, feel what we feel, and think what we think. When we persuade others we are right, our dopamine level goes up. It's like a natural high dopamine is part of the brain's reward center. Winning a point makes us feel good, it makes others feel bad, but we don't realize that." —Judith E. Glasser

Blind Spot 2:

"The failure to realize that fear, trust, and distrust change how we see and interpret reality." — Judith E. Glasser

Blind Spot 3:

"The inability to stand in each other's shoes when we are fearful or upset. Yet when we are fearful, that power to connect becomes disconnected and our sensitivity to others perspectives recedes." — Judith E. Glasser

Blind Spot 4:

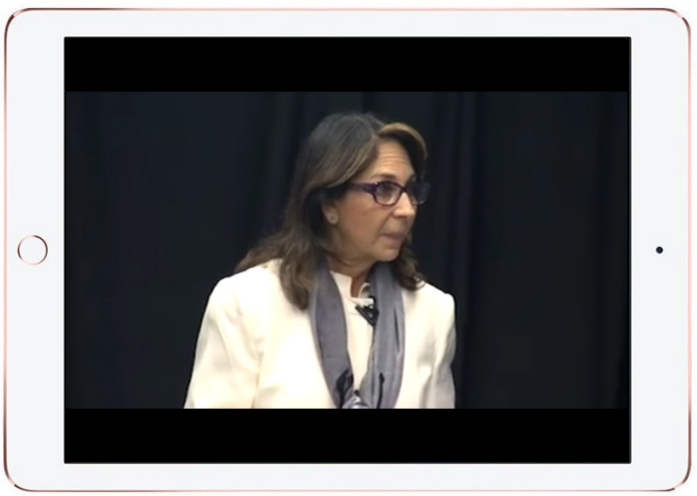
"The assumption that we remember what others say, when we actually remember what we think about what others say. Researchers have concluded two things. One is that we drop out of conversations every 12-18 seconds to process what people are saying. Two, we often remember what we think about what another person is saying because that is a stronger internal process and chemical signal. In other words, our internal listening and dialogue trumps the other person's speech." — Judith E. Glasser

Blind Spot 5:

"The assumption that meaning resides in the speaker, when in fact it resides in the listener. Meaning resides in the listener until the speaker takes the time to validate and link back to make sure both have the same picture and shared meaning." — Judith E. Glasser

Interpretation of Meaning: "I'll call you right back." What does that mean? That phrase means different things to different people. This is why we must be specific. The listener controls the meeting.

SECTION D EXERCISE



WATCH

Watch Judith E Glaser at the Gates Foundation on Conversational Intelligence at ***rebrand.ly/jrgm5ed*** *and describe for your accountability partner an instance in the last week where you asked questions for which you had no answer.*

TIER 2, Module 6
Mastering Referrals

Building a database of referral evangelists will be critical to having a long sustainable career. Mastering the art of generating referrals is one of the most important parts of building a real estate practice.

Build a Database of Evangelists

Shep Hyken's Cult Of Amazement states "The customer becomes an evangelist and says to friends and associates. This company is great, you've got to try this!"

- Ownership matures into actual loyalty.
- The customer's expectations are high, and they are consistently met, if not exceeded. This creates confidence, which can lead to loyalty.
- Repeat business is likely. Recommendations and referrals naturally follow amazement.

EXERCISE

WATCH

Watch Shep Hyken's video ***Deliver Outstanding Customer Service*** *at* ***rebrand.ly/jrgm5e1***

Listen to the audio clips ***How to ask for a referral*** *and ask for a referral in the next week at a happy place touch point.*

How and When to Ask

How to ask

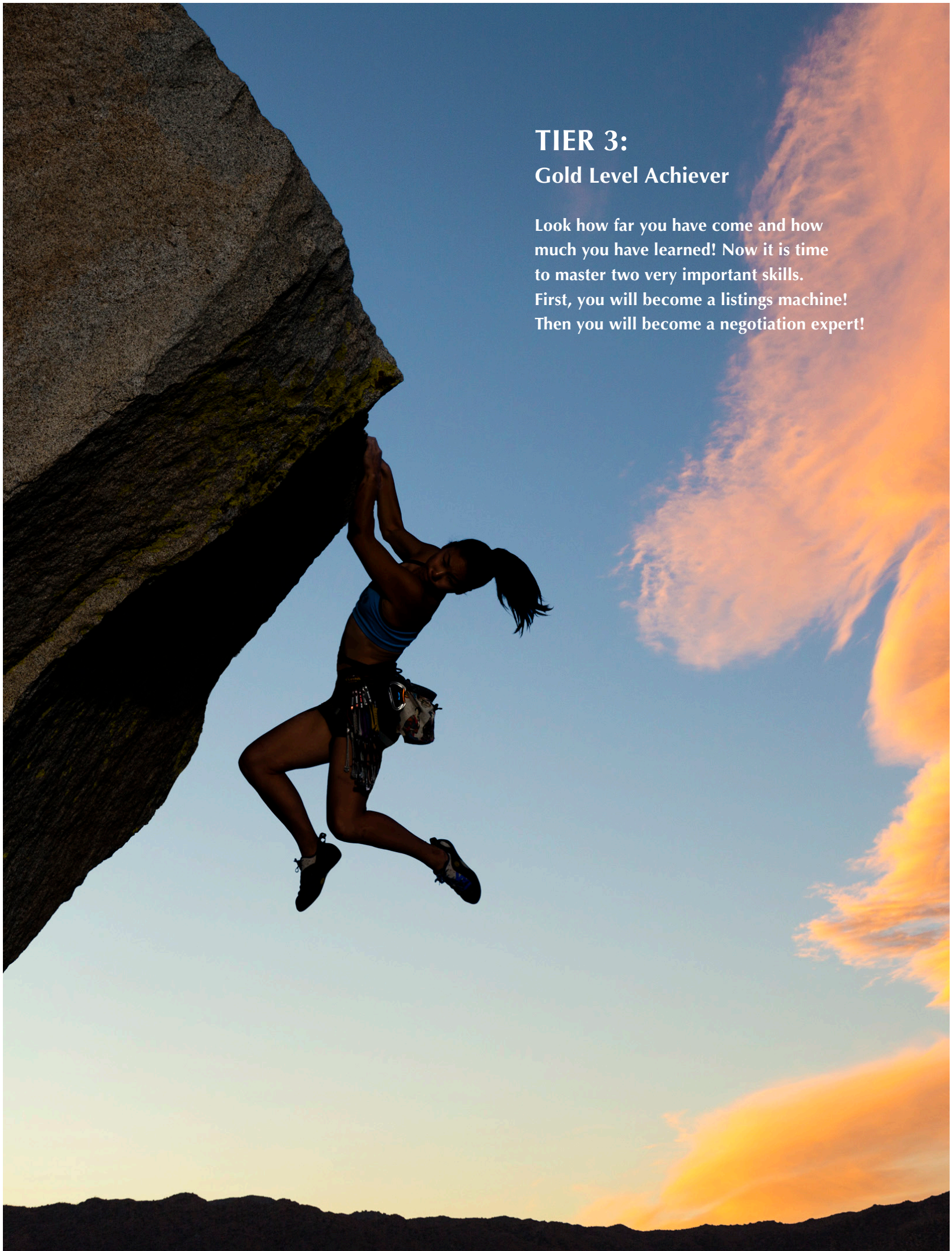
- As Buffini does, "Oh by the way..."
- "Thank you! And it is because of clients like you referring us that we are in business!"

When to ask

- *Happy Place Touch Points - The points in the transaction when things are going well and the customer is excited and feels good!*
- *Examples of Happy Place Touch Points*
- *Offer accepted*
- *Appraisal in at value*
- *Closing*

EXERCISE

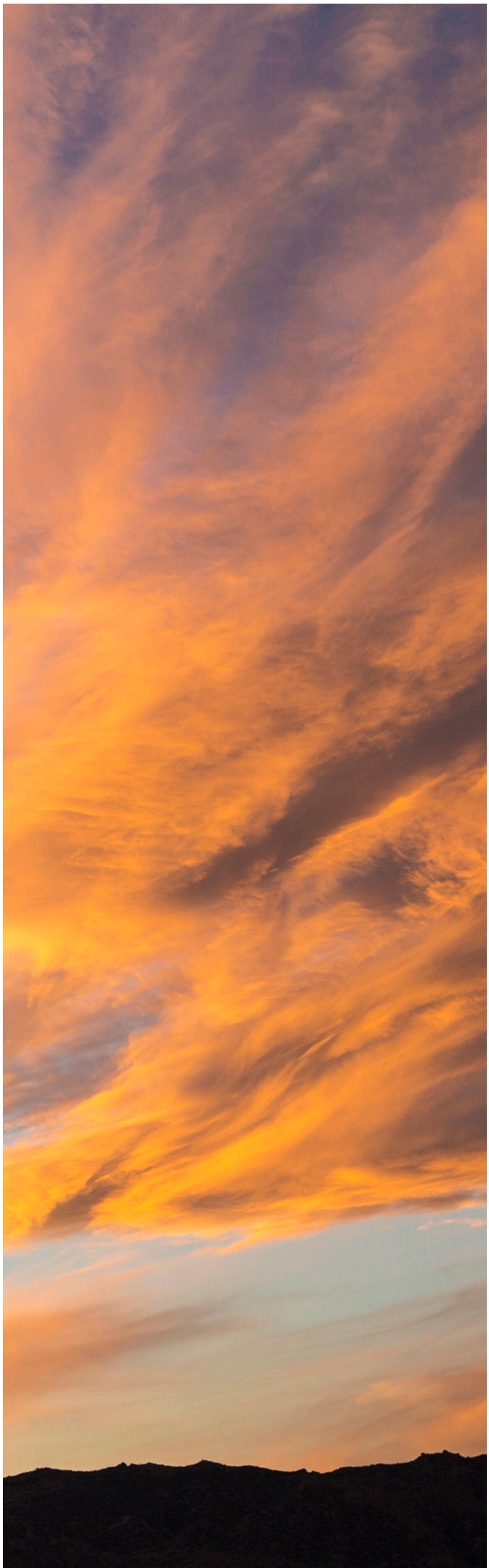
Listen to the audio clips **How to ask for a referral** *and ask for a referral in the next week at a happy place touch point.*



TIER 3:

Gold Level Achiever

Look how far you have come and how much you have learned! Now it is time to master two very important skills. First, you will become a listings machine! Then you will become a negotiation expert!



Understanding the Listing Process

There are several parts to the listing process to master. The first part of the listing process is pre-qualifying your future client. This is the part of the process where you learn about your potential client. You will use a prequalification questionnaire to guide the conversation. The second part of the listing process is the presentation, which includes the PPMC formula (which you will learn in this module).

In order to ensure success, it's important that you follow the same presentation so that the hand off to the office and the marketing team is seamless! When you follow the process, the seller will have a clear expectation of what to expect. The PPMC are the four areas to cover during the listing presentation and include:

- Pre-qualification review
- Presentation
- Market Stats
- Comps

EXERCISE

Watch the PPMC video in the training library and practice it with a partner. Let your accountability partner know when have memorized.

Seller Presentations

Presentation to Referred Sellers

Presentation to referred sellers can be very different depending on how quickly and how easy rapport was built. The best thing to do in these presentations is to receive, while following the process. Even if you don't fully perform each part of the process you will still want to complete the PPMC process.

Presentation to FSBO Sellers

For Sale By Owner (FSBO) are typically concerned about one thing, commission. It's important to complete a net sheet prior to any meetings with a FSBO.

EXERCISE

Watch the FSBO presentation and practice it with a partner.

Presentation to Expired Sellers

Expired sellers are where you really get to shine as a listing agent. Expired sellers are going to be your hardest conversion. These clients require the best sales skills and a top notch presentation in order to convert them. There are plenty of nuances to be aware of when converting an expired seller to a client. These clients also expect you to be a professional salesperson, while aggressively converting them to clients for life. The trick is to gently persistent, remain consistent in your follow up and close well during your presentation.

Presentation to Sign Calls

Often times buyers calling in don't have an agent and it can be somewhat similar to a referred client. The key is to follow the conversion and listing process. Give these sellers the information requested and allow the time it may take for them to be ready to list.

Presentation to I just want my home value sellers.

Sellers that say they just want their value are actually thinking about selling. These sellers might be the type of person that pre-plan's their future endeavors or they might fear being sold by a salesman. You will want to determine this type of sellers urgency and you may choose to not fully perform the presentation. This particular type of seller may require a lot of follow up after the presentation because they're not quite ready. Put a follow up plan in place to accommodate their time line and urgency.

The Path to Platinum Listing Presentation

1. Would you mind showing me around the house a little bit?
2. As you mentioned on the phone you are looking to sell, has anything changed that I need to be aware of?
3. Is it okay if we take 5 minutes to quickly go over the process that we will use to sell your home when you hire me.
4. If you get bored you can read about how great I am. Ultimately what this says is I have an extensive amount of experience in real estate and what that means to you is that I am able to help you navigate many different situations during the process of selling your house.
5. Once you hire me and we agree to move forward, the first step is to sign the paperwork. After, that our stager will meet with you to complete the staging consultation. Now, he/she is not going to move any furniture around. The stager will advise you on what to do with what you currently have in your home and help get your property HGTV ready.
6. Since we know that buyers are doing most everything on-line, we want to ensure you have the best on-line presence possible. Just so you are aware all of my services are included in my real estate fee. There is nothing extra you will pay for.
7. Once you are ready, the next step in our process is to do professional photography. This is (photographers name), he/she is our photographer. He/she will come out to photographer your property usually on Monday or Tuesday for a go live day of Thursday. Have you been looking at property on-line?
8. Have you noticed any homes that were not well staged or not well photographed? Well it is imperative to us to get you top dollar with an amazing on-line presentation. That is why these two steps coexist in our process. Because we want to help you achieve maximum marketing exposure.
9. What is happening now is that the buyers are typically doing most of their home searching on their cell phones or tablets, everything is on-line now. In fact, if your house doesn't show well on-line some buyers won't even come to see it.
10. Ultimately we do everything that works to market your house. In addition to internet marketing, we also provide interior brochures, and do off-line marketing techniques as well.
11. Quick question, "what is your opinion on an open house? Oh fantastic. Well, we find they are very effective, especially early on. And then sometimes they become a little less effective until we make a price change on your house.
12. This just talks about technology. Your house is going to be completely technology compatible. In fact the pixel quality and color will be displayed very well on-line.
13. Have you been using any internet sites to look for homes?
14. Which ones have you been using?
15. What this page basically tells you is that we are going to utilize 350 websites and then they are to syndicate out to 1000 websites. Additionally we do out of state marketing for your home as well. Anywhere we can market your home online it will be marketed.
16. Since our organization is a team, we will ensure that any inquiries about your home will be answered in a timely manner. When someone emails or calls about your property they won't wait hours on end for a response.
17. I am sure you have probably heard that a lot of people are moving to our area? 40,000 to 50,000 a year.
    In fact many people are hoping to sell to a California buyer. I don't suppose you haven't had any thoughts like that?
18. Since we advertise out of the area, we get many out of state clients to view our listings? How does that sound?

19 We do social media marketing. Some people don't realize how effective it is. But ultimately the buyers will find your home on one of these platforms and when they click for more information, it will take them directly to the website for your full property information.

20 The primary resources buyers use to find homes are the Internet, real estate agents, signs, open house and everything else is secondary in its effectiveness. What are your thoughts?

21 In a buyers search, property photos and property details are what they find to be the most useful in their home search.

22 This graph explains how pricing works.

23 Pricing is really about range, because we do not know exactly what the buyers will offer, right now we are guessing.

24 Ultimately, market value is what a buyer is willing to pay and what a seller will accept.

25 This graph shows you how to price if you are in a buyers market, or slightly below market value. In a sellers market you can choose one of several strategies.

26 There are three ways for you to price in a sellers market.

27 You can price slightly below market and most likely receive multiple offers. If you want to use this method, we will put a plan in place to achieve multiple offers and that typically drives your sold price up.

28 Or, if you decide that you have time and want to test the market, then you may choose to list at market or slightly above. In this case the property may not sell right away and every three weeks or so we can review the buyer feedback and make adjustments if needed. Do you have any questions right now?

29 When we initially list your house on the market there is typically a pool of buyers that are actively looking for a home like yours in your price range and they have usually gone through most the houses that were available for sale.

30 In fact, these buyers wait for the next home to come in. Usually, within three weeks these buyers will have made it through your house.

31 So, if we don't have an offer by week 3 or 4 on your house, we will want to review their feedback and any price recommendations will be based on what the buyers say.

32 Often times, in this market, if the buyer makes no comment on pricing and they just don't make an offer, a small adjustment is all that is needed, since buyers expect to pay full price right now.

33 If you really want to be a competitive listing, you would choose to price it well at the beginning.

34 Once you decide to hire me, we will just need to sign the paperwork and create a tentative time line.

35 Do you feel comfortable moving forward?

36 Fantastic! Let's get started, and by the way I am always your agent but our staff will be assisting you through the process.

37 Our listing manger (name) will reach out to you to introduce themselves and coordinate the details. Of course, call me with any questions you have.

EXERCISE

Watch and memorize the listing presentation. Record yourself and watch yourself present. Once you have memorized the presentation let your accountability partner know.

Closing Techniques

Assumed Closed

The Assumed Closed is when you move forward as though the client is ready to sign the paperwork. The best way to start is to simply ask when they would like to meet with the stager and start filling out paperwork.

EXERCISE

Watch the Assumed Close video and practice it with your accountability partner.

Laundry List Close

The Laundry List Close is best to use when you are unsure of what is holding the prospect back.

> Mr & Mrs Seller, I understand you want to think it over, so I know I have fully done my job do you mind if I ask you a few questions before I go?
>
> Would you be comfortable working with me? How do you feel about our marketing plan?
>
> What about the price we discussed? And the commission is 6%, how does that sound to you?
>
> Listen for the hesitation, then say to them, "I noticed that you hesitated just a bit when we discussed _____.

EXERCISE

Watch the Laundry List Close video. Practice it with a partner.

Ask for the Business Close

Sometimes it is just best to ask for the business. You can ask for the business many different ways.

- Would you like to move forward today?
- Shall we get started?
- Are you ready to get started?
- Would you like to get the paperwork completed today?
- Do you feel comfortable enough with me to move forward today?
- It sounds like you are ready to get started, shall we do the paperwork?

Let's just do the paperwork close

Moving people to completing the paperwork is the final step in the process to getting the listing. Of course much of the work starts from here.

- It sounds like we are ready to move forward. What price would you like to start at? Who normally fills out your paperwork? (When they answer, hand them the Seller's Property Disclosure brochure).

EXERCISE

Watch the Let's do the paperwork close video. Practice it with a partner.

Reading between the lines — The body language

Reading body language and the unspoken words of a seller is an art that will take years to master. There are however a few consistent cues. These cues are listed below along with what they might mean and a possible response.

Cue: Seller sits back or crosses arms or creates distance

1. **Happening:** When the seller sits back and crosses their arms, it may mean they did not like the information you gave them. Maybe, the price was too low or they didn't like the market stats. Regardless they are not in rapport with you and your job is to get back in rapport.
2. **Possible Response:** The best thing to do may be to lean back and put your arms at your side and sit in silence. The customer will want to break the silence and start talking.

EXERCISE

Watch the video clip Seller Creates Distance and share with your accountability partner how you can regain rapport with a seller.

Seller Says it will be a Hard Choice

1. **Happening:** The seller is leaning toward someone else and is too nice to tell you.
2. **Possible Response:** "I understand Ms. Seller and often times it can seem that everyone is similar and of course you will not know until you are already in relationship with them. What can I do to earn your business? Let the seller speak and then if it is possible say "I understand that (repeat back to her what she/he said) if I can accommodate (what they said) would you feel comfortable moving forward with me?"

EXERCISE

Watch to the video clip Seller Says it will be a Hard Choice. Once you have memorized the response, role play it with your accountability partner.

Seller Says they Want to Think it Over

1. **Happening:** The seller may just be nervous to make a decision. Some sellers will genuinely want to take time to decide especially if they are a high C, the art of being politely persistent will be necessary to win their business.

2. **Possible Response:** You can use the laundry list close here and lean into their hesitation. If it seems that the seller really just wants to think it over then simply ask when you can follow up. Regardless, if you follow up, do it early, often and politely.

EXERCISE

Watch the video clip seller wants to think it over and once you have practiced the response role play it with your accountability partner.

Seller Says they do not have Enough Money to Net What They Need

1. **Happening:** The seller may want to list at a higher price or they are indirectly asking for a commission reduction. Also, sometimes people just are not logical and they can only see their own needs and you will need to handle these people gently and focus them on getting their result by being in line with the market price.
2. **Possible Response:** You may say, "I completely understand that you cannot get quite what you are expecting. Tell me, if you do not net what you need, what will you do with the house?" Listen to their response, and that will lead you to what to do next. Also, remember sometimes it can take people a while to accept reality and the best thing to do is follow up until they are ready.

EXERCISE

Listen to the clip seller says they will not net enough money and once you have memorized the response role play it with your accountability.

Seller Says They Need to do Some Stuff to the House First

1. **Happening:** The seller may want more time before deciding or be unaware that they can sign paperwork early.
2. **Possible Outcome:** One way to measure what the client is really saying is to simply ask if they would like help from the home stager before getting started. You might say, "most of my clients have found it helpful to meet with the interior designer before getting started. Would you like to have her come out right away? Since, I am already here, we can do all the paperwork and simply not put the home on the market yet (for clients that will take a while to get the house completed, be sure check the price right before we go on the market). How does that sound to you?"

EXERCISE

Listen to the clip seller wants to do some things to the house first and once you have memorized the response role play it with your accountability partner.

Seller Says They Have Other People to Interview

1. **Happening:** The seller may have already scheduled the appointments or is not fully sold on working with you.
2. **Possible Outcome:** Be politely direct in a situation like this. It will help you assess what is truly happening.

EXERCISE

Listen to the clip seller says they have other people to interview and once you have memorized the response role play it with your accountability partner.

Understanding Conditions vs. Objections

Sellers will have conditions and objections and it is important to know the difference. The easiest way to tell if you have a condition or objections is to see if there is a solution to their concern. Once you offer a solution, listen to see if they are receptive. If the client is receptive then you know they have a desire to move forward. If they are not receptive to your solution, then put them in your follow up. Below are some examples of conditions and objections, review the list.

Conditions

- I am waiting to hear if I get the job
- My bankruptcy will be 3 years old next summer
- I am only moving if my mom moves in with me, I really do not want to move

Objections

- I just can't list at that price
- I won't get enough out of the house to buy a bigger home
- I have to get my house ready first

Presenting Value

To be an excellent listing agent means you help your client self discover the market value of their home.

Market stats and what they mean

- Remember that six months of inventory can mean a balanced real estate market, which is a healthy real estate market. It also means a longer sale time for the client.

Help sellers understand a price range

- Remember when presenting value to speak in ranges because you really do not know the value of the home. This will also assist you in asking for price reductions later.

Viewing the 5-5-5 comps

- The 5-5-5 Comps will not always be possible but is optimal to show the seller. The 5-5-5 comps include 5 actives, 5 pending and 5 Sold comparables.

EXERCISE

Watch the "Presenting Value" video in the library and practice presenting value to a partner. When you're ready present the value to your accountability.

Price Reductions

Set the price reduction conversations up in advance. Remember you want the seller to agree to review the price at the listing presentation. Be sure the seller knows that you will review their price with them every 3 weeks. At day 21 you will review the buyers responses, and number of showings and based on the buyer's feedback you will make price recommendations.

How to ask for a price reduction:

When asking for a price reduction always refer back to your plan of reviewing price every 21 days. Remember it is always their decision and idea. You are simply here to consult them through the process.

How to know what price to recommend:

When there are tons of showings and no offers, that means your price may be very close. If there are very few showings or none that means you could be as high as 8% to 12%, or higher!

Objection Handling

Request for lower commission

Wanting a lower commission is common and there are multiple ways to handle it.

Script 1:

Mr & Mrs Seller, I realize the real estate commission is huge number to you and quite honestly I wish I got to keep it all but unfortunately it is very expensive to market and sale a home. In the past the market was very simplistic and included a newspaper and a few magazines but now to reach buyers we use the internet and it is vast and complex. You really haven't paid me anything as of yet, and this is really just an incentive. Would you allow me the opportunity to earn my full fee? And if we cannot get what you need out of the home, I am open to negotiating it at the time we receive an offer, that way we can talk in real dollars. Would you be agreeable to that?

Script 2:

Mr & Mrs Seller, I know this is a big number to you and I wish I got to keep it all but that is not the case. Just so I understand where you're coming from, are you concerned about my real estate fee or how much you are netting at the end of the sale? What I mean is if I can get you what you need out of your house would you be okay letting me earn my full fee?

EXERCISE

Watch the two videos on how to handle commission objections. Then practice with a partner and Role play the two methods with your accountability.

Seller Wants to Interview Other Agents

The seller wants to interview other agents is very common and it is your job to win the listing. It is important to know that when you are one of several agents interviewing, then try to go last. Unless you're competing with a powerhouse agent that will get your appointment canceled then go first.

Seller is not Ready to List

When the client is not ready to list determine if it is an objection or a condition that is stopping them. Then apply the appropriate response.

Seller Wants to List Too High

When a client wants to list too high you will have to decide if you want to take the listing. If you feel that they will eventually be reasonable or have a compelling reason to move then always take the listing with an agreement to address the price every 21 days using the market's response.

Personal Representation

How to enter the door

When the seller answers the door have a smile and reach your hand out to shake theirs. Be polite and always ask if they would like you to remove your shoes.

How to View the Hhome

Ask the seller to take you through the home first and be sure to point out features in the house and finishes. It may sound like, "are these knotty hickory floors?"

How to Exhibit Energy

Be sure you always have positive energy. Be calm and peaceful. This will put the seller at ease.

How to Show Empathy

Showing empathy means you are connecting to the seller and you understand what they are saying and feeling. An easy way to express empathy is put your hand over your heart when the client says something that is sad or happy for them. For example, the seller may say something like:

Seller: These were my children when they were babies and now they are grown that's why we are selling.

Agent: (Put your hand over your heart) "Oh, I bet you miss them!"

How to Mirror or Match

Mirror and matching is critical to effective communication. Remember, most of our communication is non-verbal. Here are some things you can mirror and match:

- Posture & body language
- Arms crossed
- Leaning back or forward
- Talking with your hands
- Rate and tone of speech
- Fast talker
- Slow talker
- Dominant voice
- Subtle voice

How to Sense What is going on that is not Being Said

Sellers will give you clues without coming right out and saying what is happening. Below is a list of common circumstances and clues to look for.

- **House payment too much**
  Clues might be: Sellers will say, "we just want to downsize" or "this house or yard is too much for us." They will use words like "downsizing" and if it doesn't make sense for them to downsize then it might be the payment that needs to be downsized.
- **Getting a Divorce**
  Sometimes the sellers will not want you to know that they are getting divorced, because they sometimes believe it will cause you as an agent to set a lower price on their house. Look for these cues to determine if they are getting a divorce.
  Clues might be:
- See if they sit by each other or across or if one spouse does not sit down. Try to get them to sit together if possible.
- Observe if it appears that one of the spouses is using a different bedroom or bathroom.
- When looking at the master closet see if one of the spouse's clothes have been moved out.

Possible Concerns with Job Loss

When companies are downsizing the employees know it is coming and sometimes they will prepare in advance. Listen for the cues so you know how to properly direct the sales process. The seller may tell you they MIGHT be getting a job out of state. Just remember they will never say for sure what is happening.

Illness

When people get sick, their circumstances change and they may not come right out and tell you. Be observant, you will be able to figure it out. When walking through the house, observe if there are multiple pill bottles or oxygen machines, etc.

Debt

When the sellers are in financial trouble they will sometimes have a hard time discussing it with you. Listen to their cues so you can know how to help them best. Some clues to watch out for:

- The seller may mention they want to pay off some stuff with the proceeds and need a certain amount out of the house.
- They might also talk about how the house is too much for them.

Issues with Neighbors

Sometimes people will want to move because they just do not like the neighbors, neighborhood, or HOA.

- If they are the HOA president then they might have conflict with the neighbors
- If they spend a lot of time talking about the neighborhood they want to move to. If they complain about any of the neighbors or neighborhood.

Steps to Presenting an Offer

1. Admin emails offer to client with a copy of the net sheet and cc's the listing specialist and lets client know that their agent will be contacting them.
2. Agent Calls the client.
   Hi,_____ how are you today? Great! Do you have a chance to review the offer that was sent over to you via email? Ok, Great. Do you have a few minutes that we can discuss it? Perfect. What I will do is just review the high points of the offer, then we will discuss the terms and any concern you have other than money and lastly we will talk about money. Does that work for you?

SECTION 2: The offer came in at (purchase price).

SECTION 3: The buyer put down (earnest money amount) in earnest money.
The buyer is obtaining a_____ (type of loan i.e. conventional, FHA, VA) for _____ (amount of the loan) and we have or have not received their approval letter or, if an all cash offer, this is an all cash offer and we have or have not, received the proof of funds.

SECTION 4: The other terms and conditions are (read them line for line).

SECTION 5: The buyer is asking for_____.

SECTION 10: The buyer will perform an inspection within___ days (read number of days) of acceptance.

SECTION 16: The buyer is aware that the HOA dues are_____ and_____ (buyer or seller) is to pay the HOA set up fee.

SECTION 17: The buyer, did or did not, ask for some of their closing costs to be paid. The amount is_____ (read the amount of closing costs to be paid on behalf of the borrower). If the client complains about them, read the next script:
Basically the buyer is asking to finance their closing costs into their loan and offering you_____ less for the home. I will go over numbers with you in just minute and we can discuss that in greater detail. Next, let's review the closing cost.

SECTION 17: The_____ (buyer or seller) is paying the appraisal. Review every item listed on the matrix and tell them who is paying what.

SECTION 18: The buyer (does or does not) intend to occupy the house.

Section 20: The buyer would like to do a walk through_____ days before closing.

Section 35: Closing will be on_____.

SECTION 36: They would like to take possession on_____ (date).

SECTION 42: Lastly the buyer asked us to get back to them by_____ (possession date).

So what are your concerns other than financial? Ok,_____ great!
Let's talk about money. How much net can you live with? Then I can take that number, work it backwards and get back to you with a recommended counter. _____ ok based on what you said I would recommend, _____ . Just keep in mind that once we counter, the buyer has the right to walk away and it is always best to answer immediately while they are still very excited about the property and are not looking at other homes.

TIER 3, Module 8
Mastering Negotiations

The Cardinal Rule
"He who speaks first loses." Always open a negotiation by allowing the other side to make the first offer. This way you can assess what position you and your clients are in.

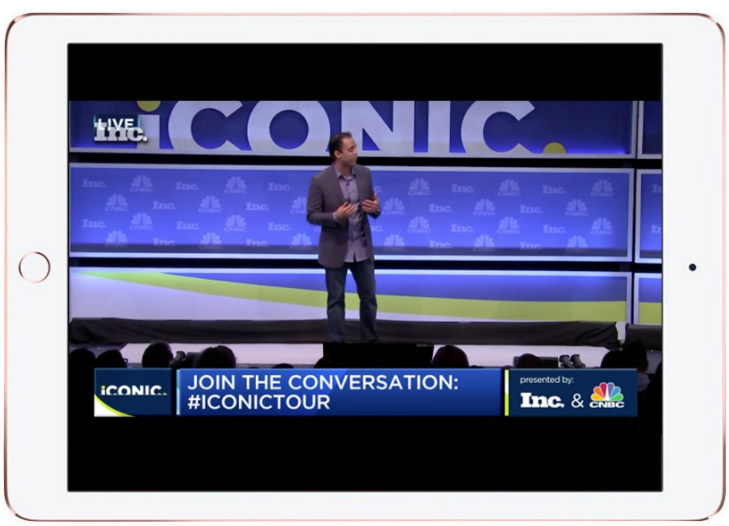
EXERCISE
Listen to the Cardinal Rule clip in the library and use it in the next week. Share with your accountability partner when and how you used it in the past week.

Fairness Matters
Be fair to all. No one completes a large transaction when they do not feel good about the deal. People respond well to solutions and offers they deem fair.

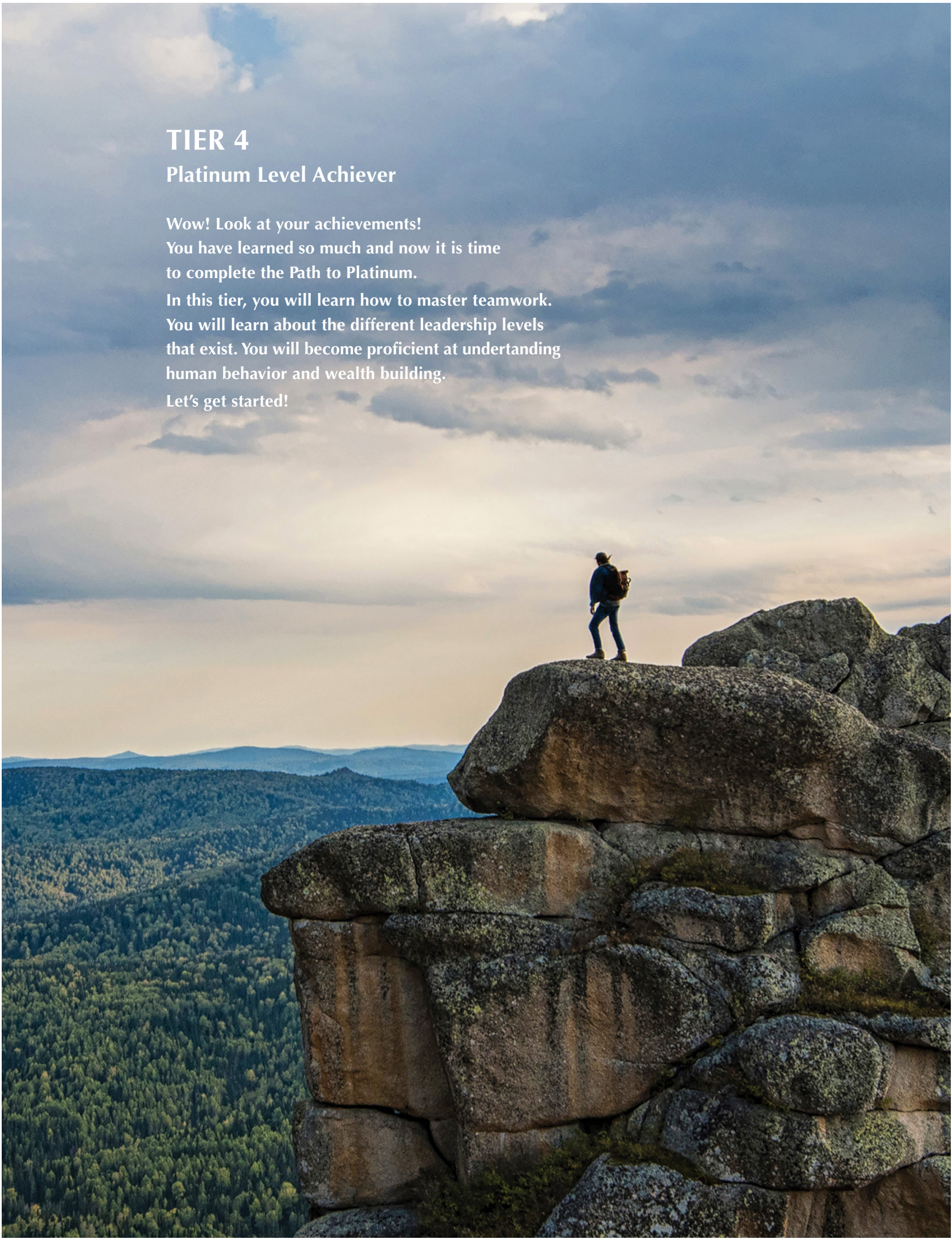
Price Reductions
Price reductions are a negotiation. As a seller's agent you will spend half your negotiation time negotiating with your client to be reasonable and the other half negotiating with an actual buyer.

EXERCISE 1
Listen to the Price Reduction clip in the library and use it in the next week. Share with your coach when and how you used it. If you do not have an opportunity to use it, then role play it with your accountability partner.

EXERCISE 2



WATCH
Watch Deepak Malhotra, Harvard professor and author of ***Negotiation Genius*** *at* ***rebrand.ly/jrgm8e2****. It shows you exactly how to approach and win any negotiation.*



TIER 4

Platinum Level Achiever

Wow! Look at your achievements!
You have learned so much and now it is time to complete the Path to Platinum.

In this tier, you will learn how to master teamwork. You will learn about the different leadership levels that exist. You will become proficient at undertanding human behavior and wealth building.

Let's get started!

TIER 4, Module 9

Mastering Teamwork

This will be the final level to receive Platinum Achiever Status! When you complete this tier you will understand teamwork better than before, you will know about the various leadership levels that exist and understand human behavior better and know more about wealth building.

The Five Dysfunctions of a Team is a fable written by Patrick Lencioni. The book outlines the root causes of politics and dysfunction on teams and the keys to overcoming them. According to Lencioni the causes of dysfunction are both identifiable and curable. However, they don't die easily. Making a team functional and cohesive requires levels of courage and discipline. Below is a list of the five dysfunctions and a list of characteristics of high performing teams.

DYSFUNCTION #1 — *Absence of Trust*
The fear of being vulnerable with team members prevents the building of trust within the team.

DYSFUNCTION #2 — *Fear of Conflict*
The desire to preserve artificial harmony stifles the occurrence of productive ideological conflict.

DYSFUNCTION #3 — *Lack of Commitment*
The lack of clarity or buy-in prevents team members from making decisions they will stick to.

DYSFUNCTION #4 — *Avoidance of Accountability*
The need to avoid interpersonal discomfort prevents team members from holding one another accountable.

DYSFUNCTION #5 — *Inattention to Results*
The pursuit of individual goals and personal status erodes the focus on collective success.

Characteristics of High Performing Teams

Teams willing to address the five dysfunctions can experience the following benefits.

- Teams that are comfortable asking for help, admitting mistakes and limitations and take risks offering feedback
- Tap into one another's skills and experiences
- Avoid wasting time talking about the wrong issues and revisiting the same topics over and over again because of lack of buy-in
- Make higher quality decisions and accomplish more in less time and fewer resources
- Put critical topics on the table and have lively meetings
- Align the team around common objectives
- Retain star employees

EXERCISE 1

*Read the book. After reading the **Five Dysfunctions of a Team**, think of an organization you were with that was highly functioning. What was it like? What did the people do that made it great? How can you make that experience occur at our organization? Share with your accountability partner your thoughts.*

TIER 4, Module 10

Mastering Leadership Levels

Leadership is an important function of selling real estate. In fact, we are all leaders. We lead our clients, our families, friends, and finances.

There are two profound books on leadership, Leadership Agility and Tribal Culture Leadership Agility written by Stephen Josephs and William B. Joiner. It discusses mastering difficult attributes that are needed to build and sustain a powerful organization. Tribal Leadership written by Dave Logan, Halee Fischer-Wright, and John King is based on the theory that people gather in groups and evolve down a continuum. We aspire to lead from the catalyst, co-creator, and synergistic levels. We also aspire to have a 'we are great' and 'life is great' culture. Read the descriptions of our aspiring levels below.

LEADERSHIP

Catalyst: Believes that leaders articulate an innovative inspiring vision and bring together the right people to transform the vision to reality. This leader empowers others and facilitates their development. They have an open an mindset and change.

Co-creator: These leaders are collaborative. Share purpose. They believe that leadership is service.

Synergist: Personal and community transformation. These leaders are few and far between. Examples of this leadership level include Dr. Martin Luther King, and Mother Teresa.

CULTURE:

We're Great: Members work together for the good of the company with a strong focus on beating competitors in the market.

Life's Great: The organization creates innovations that have global/social impact and the competition is focused on social wills. On the right is an illustration of the two concepts side by side.

Tribal Culture Stages

Tribal Cultural Stage	1 • 'Life Sucks'	2 • 'My Life Sucks'	3 • 'I'm Great'	4 • 'We're Great'	5 • 'Life is Great	6 • 'All Life Can be Great'
Awareness Level	Alienated	Apathetic	Personal Success	Team Success	Making a Difference	Service to Humanity
Leadership Level	Pre-expert	Expert	Achiever	Catalyst	Co-Creator	Synergist
Values	Survival	Profit, Financial Stability, Self-discipline, Employee Safety, Conflict Resolution	Results, Accountability , Productivity, Customer Satisfaction, Quality	Enthusiasm, Trust, Integrity, Innovation, Courage	Employee Fullfillment, Environmental Stewardship, Customer Collaboration	Compassion, Forgiveness, Humility, Ease with Uncertainty

EXERCISE 1

After reading the content and reviewing the graphs, think through how you can personally contribute to our leadership intentions and assist in creating a culture of 'Life's' Great'. Share these thoughts with your accountability partner.

How the Brain Works

The brain is the most intelligent organ and its complexity has fascinated psychologist and many others. As leadership proficiencies have evolved so has the understanding of the brain, especially in our workplace.

Our bodies are actually designed to read another person's energy within 10 feet. The connectivity we experience is through electrical energy and feelings and happens instantaneously.

Our heart brain is the most basic and it enables us to connect to all of our internal organs. If we are comfortable we move towards others and we feel uncomfortable we move away.

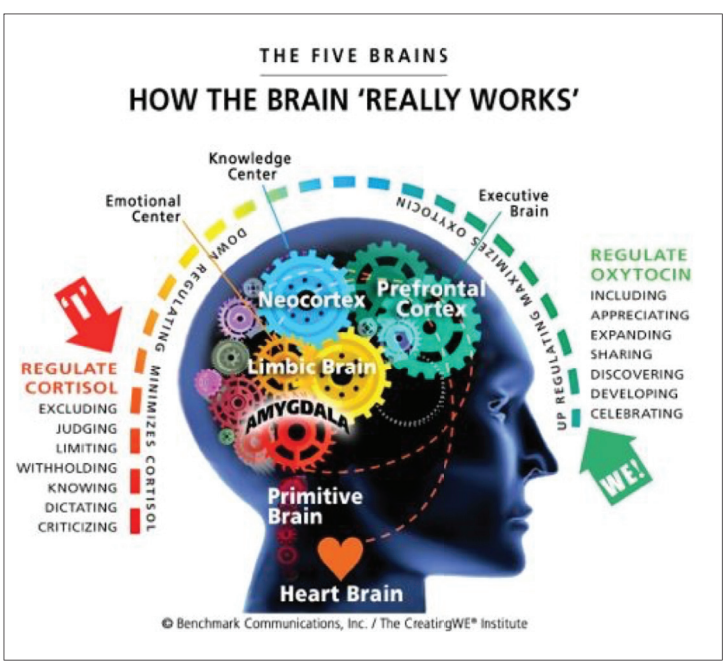
The limbic brain stores history of our emotions. This part of the brain builds relationships and it deciphers where we fit t in a social order. It indicates if we should move in and towards other people and groups or away.

Neocortex is hard-wired for language, information storage, basic thinking, cognitive skills and it enables us to navigate our daily lives.

The pre-frontal cortex also known as the executive brain, is where we can envision the future, empathize with other people's emotions and make judgements. When we feel we can trust others we can activate this part of our brain. When we are in a relationship of distrust this can be shut down and less available for access.

Our amygdala also known as the reptilian brain is where we access fight, flight or freeze. It is designed to protect us. When our clients are in stress they can move to this part of the brain and appear unreasonable. When this happens give them time to calm down and move back to being logical. An amygdala hijack is when the brain shuts down. It then accesses other experiences of distrust that are not related and reasoning or being influenced become unattainable.

EXERCISE 1



Think of a time when you were completely overwhelmed and acted unreasonably. What happened? Did your amygdala take over? Share this or an experience where a client was experiencing an amygdala hijack with your accountability partner.

TIER 4, Module 11

Mastering Human Behavior

Human behavior is one of the most complex tiers to learn. This module will help you learn about categorical behaviors, so you can better understand people, clients and most importantly yourself.

The DISC

DISC is a behavior assessment tool based on the DISC theory of psychologist William Moulton Marston. The DISC is comprised of four different behavioral traits including: dominance, influence, stable and compliance. This DISC theory has been developed into a behavioral assessment tool and is widely used in the business world today.

EXERCISE

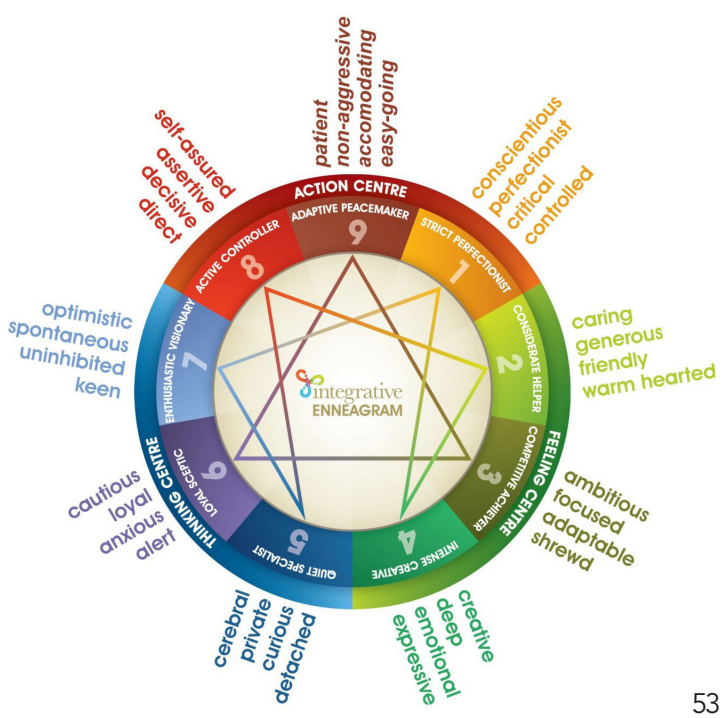
Take the DISC assessment if you haven't already and evaluate how other styles may perceive you. Write down one thing you could do with each style to build better rapport? Share the behavior modification's you identify with.

The Enneagram System

The Enneagram is a personality typing system that consists of nine different types. Everyone is considered to be one single type, although one can have traits belonging to other ones. While it's uncertain whether this type is genetically determined, many believe it is already in place at birth.

The nine types, or ennea types (ennea meaning nine) are universally identified by the numbers 1 to 9. These numbers have a standard way of being placed around the Enneagram symbol. Enneagram authors have attached their own individual names to these numbers.

People of a particular type have several characteristics in common, but they can be quite different nevertheless. It depends among other things on their level of mental health. Unhealthy (neurotic) people from a particular type can look quite different from healthy ones.



EXERCISE 1

WATCH

*Watch **Nine Types** at **rebrand.ly/jrgm11e1**. It is very slow so be patient while watching it. Share with your accountability partner what you learned.*

EXERCISE 2

WATCH

*Watch the video **Emotions Driving Each Type** at **rebrand.ly/jrgm11e2** —Share with your accountability partner what you learned.*

EXERCISE 3

WATCH

*Watch the **How you Developed your Type** video at **rebrand.ly/jrgm11e3** — Share with your accountability partner what you learned.*

Myers Briggs

The Myers Brigg is based on the work of Carl Jung, a Swiss psychologist and psychiatrist who founded analytic psychology, in some aspects a response to Sigmund Freud 's psychoanalysis. Jung proposed and developed the concepts of the extroverted and the introverted personality, archetypes, and the collective unconscious. Of course there has been much development on his work.

EXERCISE

WATCH

*Watch **Discover Your Personality Type** at **rebrand.ly/jrgm11e4**. After watching What type are you, what did you notice that seemed to resonant with how you interact with the world around you?*

Myers Brigg • Personality Types

Ev. 1 It is safe to say that extraversion and introversion are probably the oldest notions in the history of personality observed that some people are expressive, outgoing and comfortable in interacting with their surroundings, while others are reserved, quiet and more comfortable alone. It is as if the former sincerely enjoy engaging with the external world and recharge by communicating with other people, and the latter prefer to rely on themselves and their own inner world instead of seeking stimulation from the outside. We focus on these differences in our first scale, which we call mind. It determines how we see and approach the outside world, including people, objects and activities within it.

While introversion and extraversion are often used in lieu of social aptitude, this scale involves more than just being outgoing and social, although social skills form part of it. In a broader way, the mind scale determines the degree of interaction with the outer world, how one socially behaves is just a part of that. In a sense, this scale is a contrast of the quantity and intensity of an experience and its quality or depth.

People who are considered extraverts (E) in our model are not as sensitive to outer stimuli and need to seek them out in order to gain a kind of functional equilibrium and to perform well. Introverts (I), on the other hand, are more sensitive and need to escape the same stimuli in order to be more functional. Unlike extroverts, introverts can quickly exhaust their mental energy reserves, and they will only tolerate such situations so long before they yearn for solitude and quiet.

Let's consider a couple of practical examples. Our research shows that introverts are significantly more likely to report being sensitive to noise and bright colors, and they also strongly prefer simplicity and minimalism in their environment (especially if their introversion is coupled with the thinking trait). Likewise, they do not seek or require much external stimulation while communicating with other people. The most obvious example of such stimulation, this concept also extends to me things like hobbies, political attitudes and even eating or drinking habits. For instance, introverts are more likely to dislike coffee and energy drinks.

On the opposite side of the spectrum, extroverts are more interested in engaging the environment, people and objects around them, and they need feedback as well. They are more energetic and willing to take the lead in many situations, especially social ones, and they enjoy pushing limits and challenging both themselves and those around them. People with extroverted personality types are also more likely to feel that they can handle any challenges life throws their way. Obviously, whether that turns out to be true or not depends on many other circumstances, but generally speaking, extraverts tend to be much more proactive in experiencing and relying on the world around them.

Finally, it is important to point out that the mind scale does not determine how introspective or reflective we are, even though it may be tempting to confuse the two. There are introspective extraverts and non-introspective introverts. Ultimately, this scale is about how much stimulation we require and can absorb from our environment, not about what happens in our mind afterwards.

N v. S

The second scale in our model is called energy and it connects intuitive and observant styles. In our opinion, this dichotomy is the most important. While the other four scales determine how you interact with the world (mind), make decisions (nature), schedule your activities (tactics), or react to external feedback (identity), the chasm between intuitive and observant individuals is far more significant as it actually determines how you see the world and what kind of information you focus on. It may seem like your decisions are the most important, but a decision is only as good as the understanding that backs it up.

With this in mind, all personality types can be divided into groups of those who favor the intuitive (N) energy style, the visionary more interested in ideas, focusing on novelty and those of the observant (S) energy style more interested in facts and observable things, focusing on the tried and tested.

Individuals with the intuitive trait prefer to rely on their imagination, ideas and possibilities. They dream, fantasize and question why things happen the way they do, always feeling slightly detached from the actual, concrete world. One could even say that these individuals never actually feel as if they truly belong to this world. They may observe other people and events, but their mind remains directed both inwards and somewhere beyond, always questioning, wondering and making connections. When all is said and done, intuitive types believe in novelty, an open mind, and in never-ending improvement.

One of the best examples of such thinking that we can give is the results of a study of ours where we asked people whether they wish to have been born in the Age of Discovery. It quickly became clear that the intuitive types are much more willing to give up the convenience, comfort and predictability of the modern age in return for excitement brought by exploration, distant civilizations, and undiscovered mysteries of the New World.

In contrast, individuals with the observant trait focus on the actual world and things happening around them. They enjoy seeing, touching, feeling and experiencing and leave theories and possibilities to others. They want to keep their feet on the ground and focus on the present, instead of wondering why or when something might happen. Consequently, people with this trait tend to be better at dealing with facts, tools and concrete objects as opposed to brainstorming about possibilities or future events, handling abstract theories, or exploring fantasy scenarios. Observant types are also significantly better at focusing on just one thing at a time instead of bursting with energy and juggling multiple activities.

These traits determine communication style as well. Intuitive individuals talk about ideas and have no difficulties with allusions or reading between the lines, while observant types focus on clarity, facts and practical matters. This is why intuitive types are likely to find it quite challenging to understand someone with the observant trait, and vice versa. The former may even think that the latter is materialistic, unimaginative and simplistic, and the latter may see their intuitive conversation partner as impractical, naive and absent-minded. Both sets of assumptions can be quite damaging and it takes a mature person to get past them, but statements like these are fairly common.

Finally, it is important to point out that this scale has nothing to do with how we absorb information. Intuitive and observant types use their five senses equally well, rather it shows whether we prefer to focus most of our energy on looking for novel, intuitive connections or on observing and utilizing what we already see around us. If you are familiar with the Big 5 Personality Traits: (**https://en.wikipedia.org/wiki/Big_Five_personality_traits**). We built this scale on a reworked form of the openness to experience concept, mostly focusing on preference for and tolerance of novelty and ambiguity.

Also, as discussed in our main theoretical article (**http://www.16personalities.com/articles/our-theory**), there are other theories sharing these type of acronyms, many of which are based on concepts defined by Carl Jung in the beginning of the 20th century. This scale is one of the most important differences between their and our model. Even though the Jungian concepts of sensation and intuition are likely to have some correlation with our energy scale, these approaches are fundamentally different and may not be compared directly.

F v. T The Nature scale determines how we make decisions and cope with emotions. While we all have feelings, there are significant differences in how we react to them and what role those feelings play in our lives. This then influences a number of other areas, mostly related to our interactions with other people.

People with the thinking trait (T) seek logic and rational arguments, relying on their head rather than their heart. They do their best to safeguard their emotions, shielding them from the outside world and making sure that they are not clearly visible. 'Whatever happens, you must always keep a cool head', this is the motto of thinking types. However, this does not mean that these types are cold blooded and indifferent. People with the thinking trait are often just as emotional as those with the feeling trait, but they tend to subdue and override their feelings with their rational logic.

A good example here would be these groups' attitude toward charitable causes, which we analyze in several of our studies. Thinking types are significantly less likely to give to charities or be touched by their emotional appeals; however, does this mean that they are unwilling to help? Not necessarily. It turns out that thinking personalities simply do not believe that giving to charity is the best way to help. They may be just as willing to help other people, but they may look for a different way, such as investing in education for the disadvantaged, for instance.

In contrast, people with the feeling trait (OF), follow their hearts and emotions and care little about hiding them. From their perspective, we should not be afraid to listen to our innermost feelings and share them with the world. These individuals tend to be compassionate, sensitive and highly emotional. They would rather cooperate than compete, although it would be a big mistake to see feeling types as naive or easily swayed, quite the contrary, they are likely to fight tooth and nail for what they believe in. For many feeling types, their principles and ideals are much more important than say, professional success. Or, to put it another way, this is a different kind of logic. One rooted in assessments of the feelings of others, a decision that makes everyone happier is just as valid as a decision that gets the job done fastest.

J v. P The Tactics scale determines how we approach planning and available options. However, this affects more than just our calendars at its core, this scale determines our attitude toward certainty and structure in our lives, both at mental and physical levels. People with the judging (J) trait do not like to keep their options open. They would rather come up with five different contingency plans than just go ahead and deal with the challenges as they come. They prefer clarity and closure, always going with the plan rather than the flow. It is as if judging types always keep a mental checklist, and when something is crossed off that list, it is done and not open to reassessment. This goes as much for groceries, as it does for life goals or buying a house.

Furthermore, judging individuals tend to have a very strong work ethic, putting their duties and responsibilities above everything else. Our research also indicates that judging types are much stricter when it comes to law and order. Of course, this does not mean that the other group are lawbreakers, but if you see someone walk for five minutes so that they could get to the other side of the street using a crosswalk, they are much more likely to be a judging type.

In contrast, prospecting (P) individuals are much more flexible and relaxed when it comes to dealing with both expected and unexpected challenges. They are always scanning for opportunities and options, willing to jump at them at a moment's notice. People with this trait are perfectly aware that life is full of possibilities, and they are reluctant to commit to something that might well prove to be an inferior option in the future.

Prospecting personality types are also likely to focus more on what makes them happy as opposed to what their parents, employers, or teachers expect. If a specific task is not that important or interesting, a prospecting individual will always be able to come up with something better to do.

EXERCISE

Take your Myers Brigg assessment if you haven't already. What are some ways you could identify a contrast style? For example if you are an E, how will you know you are working with an I? Share your insight with your accountability partner on how this will make you a more effective communicator.

Boundary for Leaders by Dr. Henry Cloud

Dr. Cloud is an acclaimed leadership expert, psychologist, and best-selling author. He draws on his extensive experience in business, leadership consulting, and clinical psychology, to impart practical and effective advice for improving leadership skills and business performance.

Dr. Cloud's books have sold over 10 million copies. His leadership book, Integrity, was dubbed by the New York Times as "the best book in the bunch." In 2011, Necessary Endings was called "the most important book you read all year." His book Boundaries For Leaders was named by CEO Reads in the top five leadership books of its year. Dr. Cloud's work has been featured and reviewed by the New York Times, Wall Street Journal, Boston Globe, Publisher's Weekly, Los Angeles Times, and many other publications. Success magazine named Dr. Cloud in the top 25 of 2014's most influential leaders in personal growth and development. He is a frequent contributor to CNN, Fox News Channel, and other national media outlets.

In his leadership consulting practice, Dr. Cloud works with Fortune 500 companies and smaller private businesses alike. He has an extensive executive coaching background, and experience as leadership consultant, devoting the majority of his time working with CEO's, leadership teams and executives to improve performance, leadership skills, and culture. For this section's exercise, you'll watch Leadership Boundaries and be sure to note the following as you view the clip.

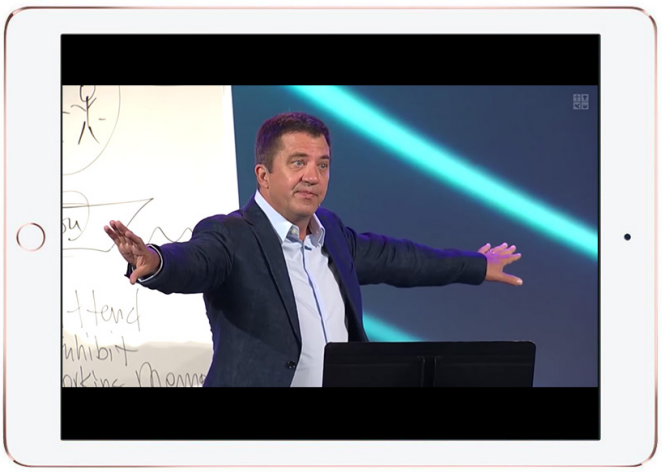
3 Main Areas

- 1st area - Attend to what is relevant
- 2nd area - Inhibit everything else
- 3rd area - Keep a working memory

Get Serious

- What are you called to do
- What are you good at
- Where should your attention and focus go

EXERCISE



WATCH

*Watch **Leadership Boundaries** by Dr. Henry Cloud at **rebrand.ly/jrgm11e5**. Evaluate what to focus on, how to inhibit distractions and how you might continually remind yourself of the most relevant information. Discuss your insight with your accountability partner.*

The Five Human Strategies for a Customer Focused Organization

Transactional analysis (TA) is a widely recognized form of modern psychology that involves a set of practical conceptual tools designed to promote personal growth and change. It is considered a fundamental therapy for well-being and for helping individuals to reach their full potential in all aspects of life.

In counseling TA therapy is very versatile, for it can be used in a wide range of areas and incorporates key themes from humanistic, integrative, psychoanalytic, psychodynamic therapies. Though it is commonly recognized as a brief and solution-focused approach, transactional analysis can also be applied as an effective, long-term, in-depth therapy. Founded by Eric Berne in the late 1950s, TA therapy is based on the theory that each person has three ego states: parent, adult and child. These are used along with other key transactional analysis concepts, tools and models to analyze how individuals communicate and identify what interaction is needed for a better outcome.

Throughout therapy, the TA therapist will work directly on here and now problem solving behaviors, whilst helping clients to develop day-to-day tools for finding constructive creative solutions. The ultimate goal is to ensure clients regain absolute autonomy throughout their life. Eric Berne defines this autonomy as the recovery of three vital human capacities; spontaneity, awareness and intimacy.

Below is an exploration of some of the key concepts of transactional analysis that a therapist will use in their work.

Ego States

Ego-states refer to the three major parts of an individual's personality, and they each reflect an entire system of thought, feeling and behaviour. These determine how individuals express themselves, interact with each other and form relationships. They are:

- Parent Ego-State: A set of thoughts, feelings and behaviors learned from our parents and other important people. This part of our personality can be supportive or critical.
- Adult Ego-State: Relates to direct responses in the 'here and now' that are not influenced by our past. This tends to be the most rational part of our personality.
- Child Ego-State: A set of thoughts, feelings and behaviors learned from our childhood. These can be free and natural or strongly adapted to parental influences.

Unconscious Scripts

TA therapists use script theory to identify unconscious scripts. These will be analyzed using the ego-state model, and their identification is crucial to helping clients realize how certain permissions and prohibitions they received as a child are impacting their lives and how they communicate. These unconscious scripts often exist as repetitive patterns of behavior, thoughts and feelings. Characteristics that suggest the child ego-state is overbearing and tainting other parts of a person's personality.

Transactions

When individuals communicate, their ego-states interact to create transactions. If the ego-states interact and blend in a healthy way, transactions tend to be healthier, but sometimes ego-states can contaminate each other to create a distorted view of the world. Transactions may be classified as straightforward, crossed-up, or ulterior, and understanding these is key to conflict resolution.

PARENT EGO STATE
Behaviors, thoughts and feelings copied from parents or parental figures

ADULT EGO STATE
Behaviors, thoughts and feelings which are direct responses to the here and now

CHILD EGO STATE
Behaviors, thoughts and feelings replayed from childhood

Strokes

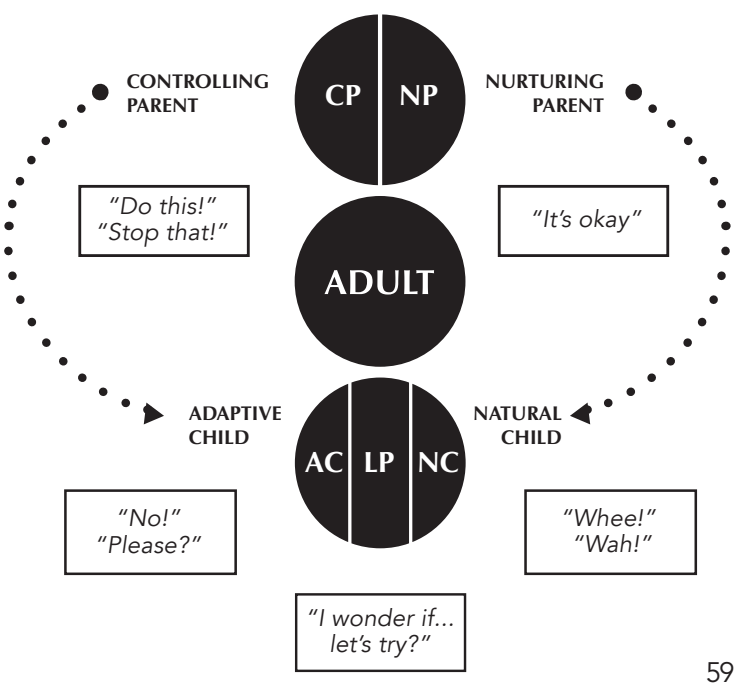
Strokes refer to compliments, acceptance and recognition, which are influential in how people lead their lives. TA therapy recognizes that we are greatly motivated by the reinforcement we get as children, and if this was dysfunctional, we are likely to adopt dysfunctional patterns of living as we get older.

Intimacy

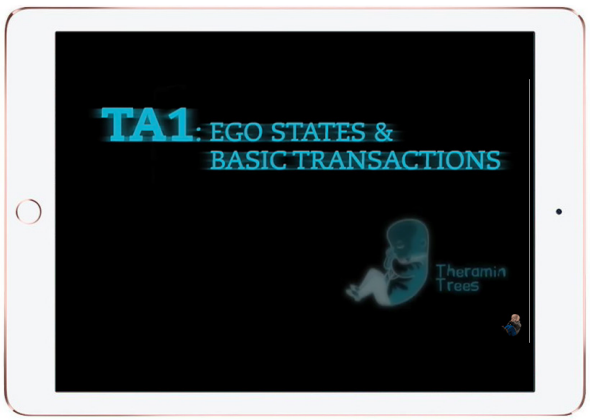
Another motivation recognized in transactional analysis is intimacy. Similar to strokes, if the intimacy a child experiences is dysfunctional, then they will learn that this type of intimacy is the best he or she can do to meet basic needs and communicate with others. This can lead to the development of repetitive patterns of behavior that can hinder a person's potential.

Reducionismo

This refers to an individual's capacity to redecide and make changes to certain decisions made as a child that stem from unconscious scripts. Redecision reflects the assumption of TA therapy that individuals have the potential to lead their lives as they choose. This power is released after a decision is made while a client is in their child-ego state. Ultimately, therapists will use these concepts in transactional analysis therapy to promote structural rearrangement and deconfusion of a client's child-ego state. They will encourage clients to challenge their current beliefs and the way he or she uses their life script. This will help them to better understand the direction and patterns of their life for themselves, and this awareness can help them to make the decision to change their behavior.



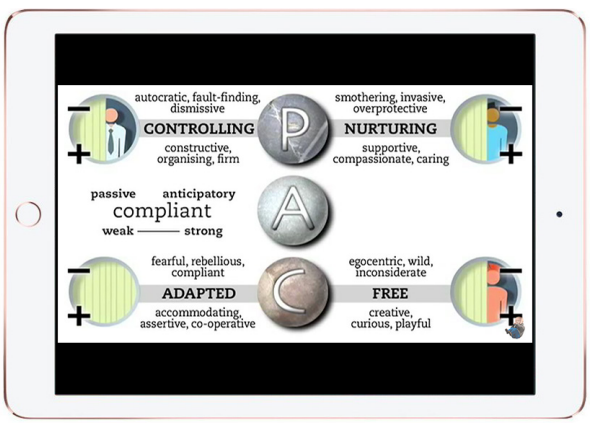
EXERCISE 1



WATCH

*Watch **Transactional Analysis 1: Ego States & Basic Transactions** and share your take away with your accountability partner. **rebrand.ly/jrgm11e6***

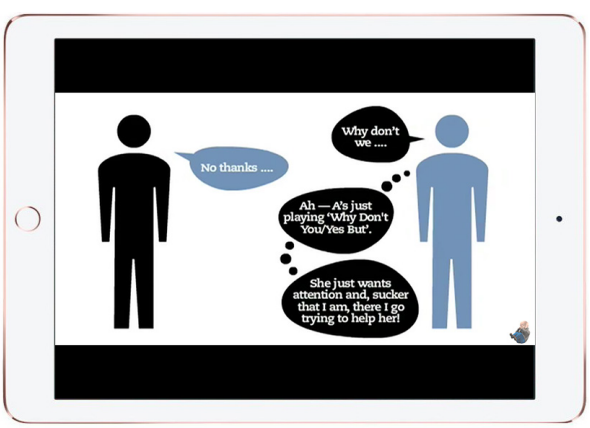
EXERCISE 2



WATCH

*Watch **Transactional Analysis 2: Games** and share your take away with your accountability partner. **rebrand.ly/jrgm11e7***

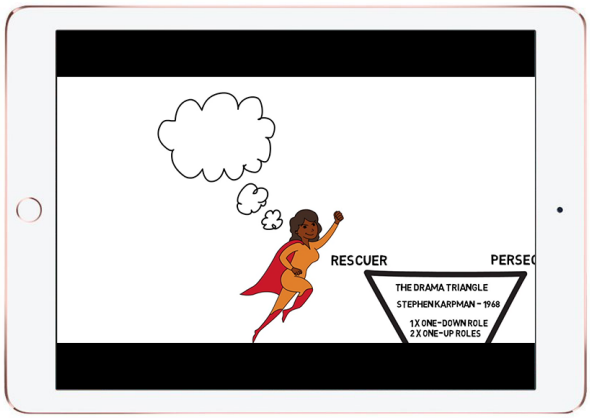
EXERCISE 3



WATCH

*Watch **Transactional Analysis 3: Gimmicks** and share your take away with your accountability partner. **rebrand.ly/jrgm11e8***

EXERCISE 4



WATCH

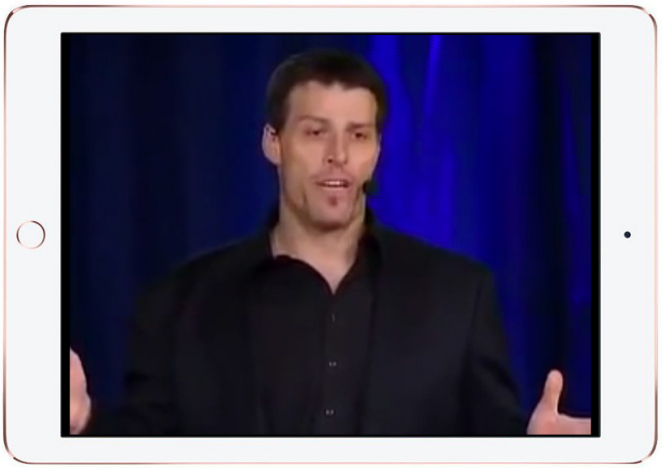
*Watch **The Drama Triangle** at **rebrand.ly/jrgm11e9** and share your take away with your accountability partner.*

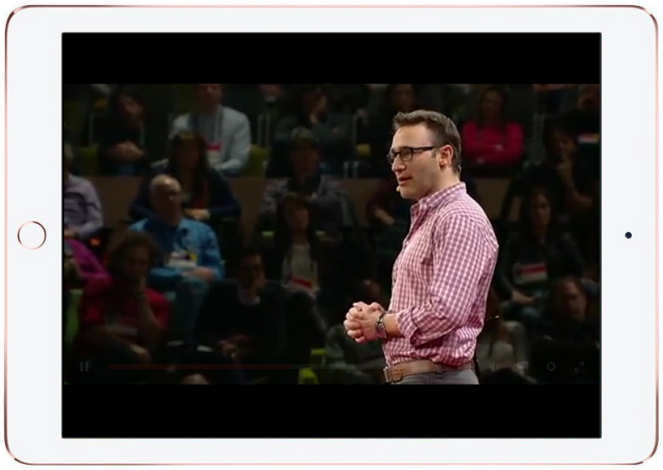
Understanding Agent Development Time

Developing as a real estate agent is a long and never ending process. Humans are forever evolving and have a desire to do so. Below are some realistic expectations for transactional increase.

- **4-6 MONTHS**
  Within 4 to 6 months agents will begin to see results from the hard work. It takes time for a pipeline to build, cultivate and harvest.
- **6-12 MONTHS**
  Agents should be writing deals fairly consistently.
- **12-24 MONTHS**
  Agents should be able to sell between 12 to 24 homes a year.
- **24-36 MONTHS**
  This is when the pipeline is full and ready to harvest. Referrals are coming in from the database and the business gets easier. An agent in this time range should be able to close 20 or more homes each year.
- **36 MONTHS +**
  This is a level of mastery and this is when an agent is in flow, consistently closing deals.

Leadership by Simon Sinek





EXERCISE 1

WATCH

Watch ***How Great Leaders Inspire Action*** *at* ***rebrand.ly/jrgm11e10***

EXERCISE 2

WATCH

Watch ***How Great Leaders Make Their People Feel Safe*** *at* ***rebrand.ly/jrgm11e11***

EXERCISE 3

After watching Simon Sinek's videos...what are three things you learned? Write them down and share them with your accountability partner.

1. _____

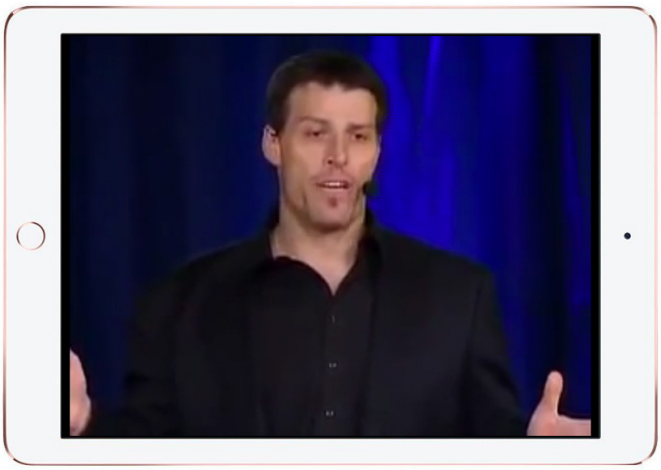
2. _____

3. _____

TIER 4, Module 12

Mastering Wealth Building

Wealth building is a topic that is frequently discussed. Watch Tony Robbins Financial Freedom 3; Steps to Creating and Enjoying the Wealth You Deserve.



WATCH

After watching Tony Robbins video at ***rebrand.ly/jrgm12e1*** *decide on your number to be wealthy and do not move it or change it until you reach it! Share that number or insight with your accountability partner.*

Congratulations!
You are a Platinum Achiever!

INDEX • VIDEO LIBRARY

Module 1:

- Section A: Master Your Mind: **https://rebrand.ly/jrgsae1**
- Section B: You vs. Role: **https://rebrand.ly/jrgsb**
- Section E: Manage your Energy and Emotions: **https://rebrand.ly/jrgse**
- Section F: Happiness by Sam Berns: **https://rebrand.ly/jrgsf**
- Section G, Exercise 1: Brian Tracy 10 Step Goal to Personal Success: **https://rebrand.ly/jrgsg1**
- Section G Exercise 2: Brian Tracy 12 Step Method to Goal Setting: **https://rebrand.ly/jrgsg2**
- Section J, Exercise 1: People are Predictably Different: **https://rebrand.ly/jrgsje2**
- Section J, Exercise 2: Your Personality and your Brain: **https://rebrand.ly/jrgsje2x**
- Section L: How to Build Rapport: **https://rebrand.ly/jrgsL**
- Section M: Strengthsfinder: **https://www.gallupstrengthscenter.com/**

Module 3:

- Smile: Why Excellent Service Starts with a Smile: **bit.ly/2neSpPD**
- Quick Response Time: Clear Communication is Key: **bit.ly/1eXJyMU**
- No Mutual Mystification: **bit.ly/2Ed3tVN**

Module 5:

- Conversational Intelligence: **https://rebrand.ly/jrgm5ed**

Module 6:

- Deliver Outstanding Customer Service: **https://rebrand.ly/jrgm5e1**

Module 8:

- How to Win a Negotiation: **https://rebrand.ly/jrgm8e2**

Module 11:

- The Nine Types: **https://rebrand.ly/jrgm11e1**
- The Emotion Driving Each Type: **https://rebrand.ly/jrgm11e2**
- How You Developed Your Type: **https://rebrand.ly/jrgm11e3**
- Myers Briggs: **https://rebrand.ly/jrgm11e4**
- The Big 5 Personality Traits: **https://en.wikipedia.org/wiki/Big_Five_personality_traits**
- Theories of Myers Briggs: **http://www.16personalities.com/articles/our-theory**
- Boundaries for Leaders: Dr Henry Cloud: **https://rebrand.ly/jrgm11e5**
- Ego States: Transactional Analysis 1: **https://rebrand.ly/jrgm11e6**
- Ego States: Transactional Analysis 2: **https://rebrand.ly/jrgm11e7**
- Ego States: Transactional Analysis 3: **https://rebrand.ly/jrgm11e8**
- Ego States: The Drama Triangle: **https://rebrand.ly/jrgm11e9**
- Leadership By Simon Sinek: How Great Leaders Inspire Action: **https://rebrand.ly/jrgm11e10**
- Leadership By Simon Sinek: How Great Leaders Make Their People Feel Safe: **https://rebrand.ly/jrgm11e11**

Module 12:

- Wealth Building: Tony Robbins Financial Freedom: **https://rebrand.ly/jrgm12e1**

Path to Platinum • Curriculum Checklist

Check each box as you complete the denoted exercises.

Module 1

- ☐ **Re-program Your Mind by Tony Robbins Exercise:** Watch Tony Robbins Video how to reprogram your mind and describe the power of the mind to your accountability partner.
- ☐ **You vs. Role Exercise:** Watch Dave Arch's Video Transforming Leaders the Sandler Way and write down 3 things you are doing to build your Identity outside of your role and share this with your accountability partner.
- ☐ **Optimum Conversions Exercise:** You will want to memorize these 3 points and share it with your accountability partner.
- ☐ **Internet Lead Training Exercise:** Complete the new agent training 3-part series covering the fundamentals of how to convert. Includes how to get new leads and manage them through the customer journey. Empowers users to learn and adopt best practices.
- ☐ **Managing your Eenergy and Emotions Exercise:** Watch The way we're working isn't working: Tony Schwartz at TEDxMid-west and describe your current and future energy management techniques to your accountability partner.
- ☐ **Happiness by Sam Berns Exercise:** Describe your personal philosophy for maintaining a happy life to your accountability partner.
- ☐ **Goal Setting Exercise 1:** Watch Brian Tracy 10 Step Goal to Personal Success and share what you learned in the video with your accountability partner.
- ☐ **Goal Setting Exercise 2:** Watch Brian Tracy 12 Step Method to Goal Setting and write your personal one year goals using Brian Tracy's System.
- ☐ **Create & Keep your Schedule Quadrant Exercise**: Look over you last week and put the tasks you completed in each of the four quadrants? Where was the majority of your time spent?
- ☐ **Setting up a Default Schedule Exercise:** Set up your ideal week using a default schedule. Remember to include the five key ingredients for a successful real estate agent and show your schedule to your accountability partner.
  - Planned personal time off
  - Practice time
  - Lead generation / lead follow up time (aka call time)
  - Presentation time
  - Negotiation/ administrative time
- ☐ **Communication Styles DISC Exercise:** Take the DISC assessment.
  What are your results? _____. Watch People Are Predictably Different and describe to your accountability partner how you can be a more effective communicator with the other DISC styles.
- ☐ **Your personality and your Brain Exercise:** Watch Ted Talk, Your Personality and your Brain then write out the following:
  Who are you?
  Write down 5 adjectives that describe you? And share them with your accountability partner.
- ☐ **Demonstrating Confidence Exercise:** If you went to meet with a financial planner to invest your entire life savings, what would you want that personal to look like, act like and how would you want them to make you feel comfortable? Describe that person in writing and share it with your accountability partner.
- ☐ **Building Rapport Exercise:** Watch Best Methods to Build Rapport - Anthony Robbins. Describe for your accountability partner 3 to 5 ways you can build rapport with clients and prospects.
- ☐ **Identifying your Core Strengths Exercise:** Take the Strengthsfinder test and Share with your accountability partner your five strengths and how you can use them to work with clients and further your real estate career.
- ☐ **Answering the Phone Exercise:** Listen to the answering phone call in the training library and for the next week practice smile the entire time you are on the phone, even on a disgruntled call. Tell your accountability partner about the experience.
- ☐ **BAM Exercise:** Memorize BAM - Buyer, Agent and Mone. Be able to seamlessly use it in a conversion scenario and role play with your accountability partner and deliver them a recorded version.

Module 2

- ☐ **Internet Lead Conversion Script Exercise:** Memorize the conversion script and be able to articulate it to your accountability partner.
- ☐ **Open House Conversion Script Exercise:** Memorize the Open House Script and role play it with your accountability partner.
- ☐ **Pattern Interrupt Exercise:** Listen to the recorded call in the training library and practice the techniques. Share a story of when you used it with your accountability partner.
- ☐ **Velvet Rope Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Magic Wand Exercise:** Exercise: Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Prospect Readiness Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Parroting Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Third Party Story Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Biggest Fear Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Falling on the Sword Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Upfront Contract Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Be a Chameleon Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.
- ☐ **Close for the Appointment Exercise:** Listen to the recorded call in the training library and practice the techniques and share a story of when you used it with your accountability partner.

Module 3

- ☐ **Smile Exercise:** Read the Forbes article on customer service and let your accountability partner know you completed it.
- ☐ **Quick Response Time Exercise:** Read the article 11 tips for crystal clear customer service communication and let your accountability partner know you completed it.
- ☐ **No Mutual Mystification Exercise:** Watch the Sandler rule #3 video and let your accountability partner know you completed it.
- ☐ **Never Leave your Customer in the Woods Exercise:** Watch your service for the next week and share a story where your serviced shined with your accountability partner.

Module 4

- ☐ **Showing Homes Exercise:** Watch the Showing Homes video in the training library and Practice the showing homes with a teammate. Let your accountability partner know you practiced showing homes.
- ☐ **Showing Homes Exercise:** Record a practice session and watch yourself showing homes. Share this video with your accountability partner what you learned by watching yourself.
- ☐ **Congrats! You are Under Contract Exercise:** Listen the to Congrats you're under contract recording in the video library. Share with your accountability partner what you learned.
- ☐ **Ask for the referral exercise:** Listen the to ask for the referral at closing recording in the video library.

Module 5

- [ ] Watch the Judith E Glaser at the Gates Foundation on conversational intelligence and share with your accountability partner an instance in the last week where you asked questions for which you had no answer.

Module 6

- [ ] **Deliver Outstanding Customer Exercise:** Watch the video on how to deliver outstanding customer service and share what you have learned with your accountability partner.
- [ ] **Asking for Referrals Exercise:** Listen to the audio clips " How to ask for a referral" and ask for a referral in the next week at a happy place touch point.

Module 7

- [ ] **PPMC Exercise:** Listen to the PPMC video in the training library and practice it with a partner. Let your accountability partner know you have it memorized.
- [ ] **FSBO Presentation Exercise:** Listen to the FSBO presentation and practice it with a partner. Let your accountability partner know you completed this.
- [ ] **Listing Presentation Exercise:** Watch and memorize the listing presentation. Record yourself and watch it. Memorize the presentation and let your accountability partner know when you are ready to present to them or during a script practice.
- [ ] **Assumed Close Exercise:** Watch the Assumed Close video and practice it. Then share with your accountability partner what you learned while practicing the assumed close.
- [ ] **Laundry List Close Exercise:** Watch the Laundry List Close video. Practice it with a partner and share with your accountability partner what you learned while practicing.
- [ ] **Let's do the Paperwork Close Exercise:** Watch the Let's do the Paperwork Close video. Practice it with a partner.
- [ ] **Seller Creates Distance Exercise**: Watch the video clip Seller Creates Distance and share with your accountability partner how you can regain rapport with a seller.
- [ ] **Seller says it Will be a Hard Choice Exercise:** Listen to the audio clip Seller says it will be a hard choice and role play the response with your accountability partner.
- [ ] **Seller Wants to Think it Over Exercise:** Listen to the audio clip Seller Wants to Think it Over practice the response and role play it with your accountability partner.
- [ ] **Seller Says They Won't Have Enough Money Exercise:** Listen to the audio clip Seller Says They Won't Have Enough Money and once you have practiced the response role play it with your accountability partner.
- [ ] **Seller Says They Want to do a Few Things to the House First Exercise:** Listen to the audio clip Seller Says They Want to do a Few Things to the House First. Practice the response role play it with your accountability partner.
- [ ] **Seller Says They to Interview Other Agents Exercise:** Listen to the audio clip Sellers ays They Want to Interview Other Agents and once you have practiced the response role play it with your accountability partner.
- [ ] **Presenting Value Exercise:** Watch the Presenting Value video in the library and practice presenting value to a partner. When you're ready present the value to your accountability partner.
- [ ] **Handling Commission Objections Exercise:** Watch the two videos on how to handle commission objections. Then practice with a partner and Role play the two methods with your accountability partner.

Module 8

- [ ] **Cardinal Rule Exercise:** Listen to the Cardinal Rule audio clip in the library and use it in the next week. Share with your accountability partner when and how you used it in the last week.
- [ ] **Price Reduction Exercise:** Listen to the price reduction audio clip in the library and use it in the next week. Share with your accountability partner when and how you used it. If you do not have an opportunity to use it then role play it with your accountability partner. Share with your accountability partner what you learned by watching this video.

Module 9

- ☐ **Negotiation Exercise:** Watch Harvard professor and author of Negotiation Genius, Deepak Malhotra, show you exactly how to approach and win any negotiation. Share with your accountability partner what you learned by watching this video.

Module 10

- ☐ **Mastering Teamwork Exercise:** After reviewing the information on the Five Dysfunctions of a team. Think of an organization you were with that was highly functioning. What was is like? What did the people do that made it great? What could we emulate to make that experience occur at our organization? Share with your accountability partner your thoughts.

Module 11

- ☐ **Mastering Leadership Levels Exercise:** After reading the content and reviewing the graphs, think through how you can personally contribute to our leadership intentions and assist in creating a culture of 'Life's' Great.' Share these thoughts with your accountability partner.
- ☐ **Mastering the brain exercise:** Think of a time when you were completed overwhelmed and acted unreasonably. What happened did your amygdala take over? Share this or an experience where a client was experiencing an amygdala hijack with your accountability partner.

Module 12

- ☐ **DISC Exercise:** Take the DISC assessment if you haven't already and evaluate how other styles may perceive you. Write down one thing you could do with each style to build better rapport? Share the behavior modifications cations you decided on with your accountability partner for each style.
- ☐ **Enneagram Exercise:** Watch the nine types video. It is very slow so be patient while watching it. Share with your accountability partner what you learned.
- ☐ **Enneagram Exercise:** Watch the video Emotions Driving Each Type and share with your accountability partner what you learned.
- ☐ **Enneagram Exercise:** Watch the How you Developed Your Type video and share with your accountability partner what you learned.
- ☐ **Myers Briggs 'What Type are You' Exercise:** After watching What Type are You, what did you notice that seemed to resonant with how you interact with the world around you?
- ☐ **Myers Briggs Exercise:** Take your Myers Briggs assessment if you haven't already. What are some ways you could identify a contrast style? For example if you are an E, how will you know you are working with an I? Share your insight with your accountability partner on how this will make you a more effective communicator.
- ☐ **Boundaries for Leaders Exercise:** Evaluate what to focus on, how to inhibit distractions and how you might continually remind yourself of the most relevant information. Discuss with your accountability partner your insight.
- ☐ **Watch Transactional Analysis 1:** Ego States & Basic Transactions and share your take away with your accountability partner.
- ☐ **Watch Transactional Analysis 2:** Games and share your take away with your accountability partner.
- ☐ **Watch Transactional Analysis 3:** Gimmicks and share your take away with your accountability partner. Watch The Drama Triangle and share your take away with your accountability partner.
- ☐ **Leadership by Simon Sinek Exercise:** After watching Simon Sineks videos, what are three things you learned? Write them down and share them with your accountability partner.

Module 13

- ☐ **Wealth Building Exercise:** After watching Tony Robbins video, decide on your number to be wealthy and do not move it or change it until you reach it! Share that number or insight with your accountability partner.

SALES & GROWTH

PLATINUM ACHIEVER

A Four Level Guide of Achievement