



Fierce Sales for Fierce Times: How to Re-energize and Re-Motivate Yourself in Challenging Markets

A Special Presentation Created Agents in Challenging Markets

Were we ever swimming in success—before the market turned! Now, it's time to put to work every bit of gumption we have, every bit of inner motivation we can dig up, and re-energize our careers. It's a great opportunity now—if we have the skills to do it. In this presentation, Carla Cross, one of the top 1% of producers in her 500 agent company (even when rates went to 18%!), shows agents how to put to work their talents and skills—that they may have forgotten they have—or to use. Bottom line result: Greatly increased faith in themselves, much more confidence, and much, much more action and production!

In this presentation, you'll learn:

- ◆ How to come in from the cold as a 'secret agent' to get back into the stream of production with confidence
- ◆ How to uncover and promote your talents you haven't been demonstrating that set you apart and make your clients love you
- ◆ How to reach back out to your valued customers (when you haven't been keeping in contact) to re-establish a great relationship
- ◆ How to get 'leads' from your manager that are going to waste
- ◆ How to identify your personal motivation and tap into it to gain back your old enthusiasm and purpose
- ◆ How to get incredible support and encouragement from your manager
- ◆ The business-producing program that assures you at least one additional sale in a month

Carla Cross was a top producer, even in tough markets. She had to motivate herself, first as a top performing musician, then as an agent whose training was 'here's your desk, here's your phone, you're on your own.' She is known as one of the most motivating speakers today, because she couples her encouraging, supportive nature with her savvy learned as a performing musician and coach with her exceptional sales and management career.

For: Agents, managers, owners, and agent team builders

Time frame: 1-1/2 to 3 hours

