



From Lambs to Lions: Take Charge of your Business to Attack Tough Times

A Presentation for Sales Professionals Created For Challenging Markets

When the business was 'on fire, agents could actually wait for the business and make a nice living. But, times have changed. Yet, too many agents are languishing, waiting like lambs for the—well, you know what I mean.

It's time to get back into control of your business. It's time to start acting like a 'lion', not a lamb.

In this presentation, created specifically for tough markets, Carla shows agents the could-be fatal mistakes agents making that absolutely guarantee low production. Then, she shows agents how to become 'lions' of sales—to have the courage to make the changes that absolutely guarantee not just a rejuvenated business, but an exceptionally profitable business.

In this presentation:

- ◆ How quickly we become de-motivated by tougher market conditions, and how to re-motivate yourself to get into action
- ◆ The five fatal mistakes 'lambs' are making today that are destroying their businesses
- ◆ How to go from 'on accident' to 'on purpose' to propel your business
- ◆ How to get support from the most surprising places—support that causes you to get excited again about the business and get the 'courage' to make the tough 'calls'
- ◆ Three untapped sources of business that are 'un-owned', and that will bring you business right away
- ◆ How to go back to your best source of business when you haven't communicated for too long!
- ◆ Five specific actions you can put to work tomorrow to gain not only increased production, but exceptional production

Carla Cross was in the top 10 in production of agents in her 500 agent real estate company when rates were 18-20% She knows how to sell in 'down' markets! Then, she turned two offices 'in the red' to six figure profits, helping agents do what she did successfully. She also took a region of a very large real estate franchise from 'barely there' to one of the top regions in the system. Carla's specialty: Helping agents and companies change their 'lamb' habits to those of the 'lion', while instilling confidence in agents for making these moves.

For: Agents

Time Frame: 1-1/2 to 3 hours

