

In ADVANTAGE:

Session	Topics	Goals
Session One	Implementing Your Effective Business Start-Up Plan Selling Skills: AIDA (the sales process and how to use it to sell successfully) Lead Generation: Implementing Your Calls to Your Best Source of Business	Business Development (BD) vs. Business Support (BS): How to Prioritize Your Time Your Weekly Schedule: How to Time Manage for Biggest Pay-Offs Steps on the Sales Path: How to Get On and Stay Focused for Fastest Results 30 Days to Dollars (Lead Generating Plan) It's a Numbers' Game: How to Keep Your Activity Numbers and Project Your Goals to Predict Your Income Follow-Up: The Keys and The System to Assure Your Work Pays Off How to Craft a Sales Call to Your Best Source of "Leads" Features and Benefits: A Key to Selling
Session Two	Developing Your Professional Listing System Selling Skills: Handling Seller Objections with the AAA Method Lead Generation: Implementing Circle Prospecting to Get Leads	What's in a "Listing System" and How to Create It Qualifying the Seller: Effective Questions and Questionnaires to Use Time Management: Establishing Standards for Your Sellers Crafting a Competitive Market Analysis Organizing Your Marketing Presentation for Logical Presentation Order The 21-Point Marketing Plan Raising Your Value and Self-Confidence with the "Value-Exchange" Concept
Session Three	Refining Your Marketing Presentation to Master Presenting with Visuals Creating a Follow-Up Plan for Your New Listing: A Checklist to Follow Selling Skills: Handling More Seller Objections with the AAA Method	
Session Four	Managing the Sales Process with Buyers to Assure Sales Selling Skills: Discovering Motivation (DBM) Lead Generation: Implementing Calling on Expired Listings to Get Leads	What's in a "Buyer's System" and How to Create It The Pre-Qualifying Package: How to Use It to Increase Your Value Optimizing the Buyer Qualifying Interview: Questions, Forms, and Skills How to Create an Effective Buyer Presentation Evaluating Your Buyer's Potential for Effective Time Management Asking for and Getting Loyalty Attaching Benefits to Features Probing for More Information Anticipating and Handling Buyer Objections with the AAA Method
Session Five	Re-Active Lead Generation: Holding a Productive Open House to Get Leads Marketing YOU: A System for Assuring You're First in Their Minds Selling Skills: Four Sales Skills for Open House Success Lead Generation: Calling on "For Sale By Owners" to Get Marketing Listings	Preparing for the Open House: Critical Checklists Principles of Follow-Up to Optimize Your Time Important Qualifying Questions and How to Ask Them Handling Objections with the AAA Method Closing for the Appointment
Session Six	Working with Buyers: Showing, Selling, and Negotiating the Transaction Selling Skills: Handling Common Buyer Objections with the AAA Method	Effective Principles for Showing Properties Effective Closing Methods Presenting and Negotiating the Offer to Purchase
Session Seven	Re-Active Lead Generation: Effective Telephone Techniques to Get the Appointment Your "Marketing System" for Clients for Life: What It Is and How to Create It Selling Skills: Attaching Benefits to Features and Asking Questions	An Overall System That Works: And How to Do It Handling Objections with the AAA Method
Session Eight	Mastering Your Marketing Presentation to Sellers Mastering Your Personal Marketing: Using Your Professional Portfolio Your Achievements from This Program Next Steps	



Carla Cross – Advantage Creator

From her life experience as a musician, and two decades as a real estate salesperson, manager, and trainer, Carla Cross knows how to start new agents fast. She's a National Realtor Educator of the Year, and is a master level CRB instructor. She's written several CRB high-level management programs as well as management and agent programs for regional and national franchises. Carla knows how to make the process easy! The author of 5 popular books for real estate professionals, her methods are test marketed and proven by her own experience, and by the thousands of real estate agents and managers today who endorse her programs. Carla speaks and consults to real estate companies on raising productivity and profits.