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Course Overview

This comprehensive 12 module training program is designed to equip real estate professionals with the essential skills and knowledge to excel in their careers. Each week focuses on a specific aspect of real estate sales, ensuring a well-rounded education that covers everything from personality profiling to closing deals.

First nine modules to be held by weekly zoom sessions.

Start Date: Monday 12th August 10:30am

Modules 10 - 12 will be in person at:
National Support Office, 7 Campbell Rd, Royal Oak, Auckland.

23rd October 10:00 am - 2:30 pm

Price: Free

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Course Modules

Module 1: Introduction and Personality Profiles

Topics Covered:

My personal style:
Understanding your unique approach to sales and how to leverage it.
What is success: Defining success in real estate and setting realistic expectations.
My goals: Setting short-term and long-term goals.
FNCentral overview:
Introduction to FNCentral and getting the most from it.
Keeping my financial records

Module 2: Planning and Prospecting

Topics Covered:

- Planning for prospecting: Strategies for effective prospecting.
- Farm area: Identifying and understanding your target area.
- Scripts for all occasions: Creating and customising scripts (make it your own).

Module 3: Market Analysis and Vendor Paid Advertising (VPA)

Topics Covered:

- Preparing attractive CMAs (Comparative Market Analyses): Importance and process of creating professional looking CMAs.
- Agency presentation
- VPA: Why vendor paid advertising is crucial for success.

Module 4: Database Management

Topics Covered:

Points of contact with your database: Effective communication strategies.
Making a schedule: Creating a consistent schedule for database management.
Collecting useful Information: Ensuring your database is informative and actionable.
Use of newsletters: How to create and distribute newsletters effectively.

Module 5: Social Media and Property Marketing

Topics Covered:

- Social media – Make it count: Utilising social media for real estate marketing.
- Creating great property marketing: Best practices for property marketing materials.

Module 6: Open Homes and Vendor Communication

Topics Covered:

- Creating great vendor reports: Importance and components of comprehensive vendor reports.
- The importance of communication: Maintaining clear and consistent communication with vendors

Module 7: Closing Deals

Topics Covered:

Closing – Asking the right questions: Techniques for effective closing.

Scripts and dialog, making them your own.

Handling objections and concerns.

Module 8: Evaluating My Progress and Planning Ahead

Topics Covered:

- Back to the beginning: Revisiting initial goals and progress.
- What is my plan: Refining and updating your sales plan.
- How is my database going: Evaluating the effectiveness of your database management.

Module 9: Advanced Prospecting Techniques

Topics Covered:

- Advanced Prospecting Techniques: Exploring advanced methods for finding new leads.
- Utilising Technology: Leveraging technology to enhance prospecting efforts.

Module 10: Negotiation Skills

Topics Covered:

Mastering negotiations: Key negotiation techniques for real estate.

Overcoming objections: Strategies for handling objections effectively.

Week 11: Time Management and Productivity

Topics Covered:

- Effective time management: Techniques for managing time efficiently.
- Boosting productivity: Strategies to increase productivity and reduce burnout.

Week 12: Final Review and Next Steps

Topics Covered:

Course Review: Recap of all key learnings and achievements.

Next Steps: Planning the next steps in your real estate career.

Q&A Session: Open forum for questions and answers.

Key Benefits

Key Benefits of the Real Estate Sales Training Course

Taking a new achieved qualification into the real world of real estate.

1. **Setting Goals and being held accountable:**

Setting SMARTI goals, that will generate into a sustainable business.

2. **Enhanced Understanding of Client Behaviour:**

Learning about different personality profiles helps participants tailor their sales approach to individual clients, improving client satisfaction and sales outcomes.

Knowing their own personality profile will enable the participant to understand how they best work.

3. **Familiarity with Essential Tools:**

Introduction to FNCentral and its features equips participants with the necessary tools to manage their real estate business more effectively.

4. **Financial Acumen:**

Basic finance principles and personal financial management strategies ensure that participants can handle a commission based income as a contractor, leading to better financial stability.

5. **Effective Prospecting Skills:**

Comprehensive training on various prospecting techniques, including social media, door knocking, and identifying withdrawn listings, helps participants generate more leads and expand their client base.

6. **Personal Branding and Communication:**

Developing a unique personal style and improving communication skills enhances participants' ability to build rapport and trust with clients, setting them apart from competitors.

7. **Advanced Marketing Techniques:**

Utilising social media, hyperlocal advertising and creating compelling property marketing materials increases the visibility of listings and attracts more potential clients.

8. **Improved Vendor Relationships:**

Understanding the importance of vendor communication and learning to create comprehensive vendor reports ensure smooth transactions and better relationships with vendors.

9. **Effective Closing Strategies:**

Mastering closing techniques and developing effective closing questions enhance participants' ability to seal deals successfully, increasing their overall sales performance.

10. **Ongoing Self-Improvement:**

Regular reviews of goals and progress, along with self-assessments and plan refinements, help participants continuously improve their strategies and stay on track for success.

11. **Comprehensive Skill Development:**

The structured, week-by-week approach ensures that participants build a well-rounded skill set, covering all critical aspects of real estate sales from prospecting to closing deals.

By the end of the course, participants will have a deep understanding of the real estate market, a plan, effective sales techniques, and the confidence to apply these skills in their professional careers.



EXCEL YOUR CAREER

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