

Coach JACKIE LEAVENWORTH Sessions



KEYNOTES:

STOP TALKING & START CLOSING!

DYNAMIC DIALOGUES TO SAVE TIME & MAKE MONEY One of the things we, real estate professionals, love about our business is that we get to talk to people all day long. The problem is that, many times, we talk ourselves right out of business. We talk too much and listen too little. This session is filled with dynamic dialogues and lessons from real-life, real estate scenarios that will have the audience laughing and learning their way to greater success. Coach Jackie will teach you how to talk less and say more and how to talk less and gain more respect.

LISTINGS BY THE DOZEN Agents today must have a business plan and marketing plan that matches their economic needs. This course shows attendees how to create a salable listing inventory through specific lead generation strategies. Agents get great marketing strategies to enhance their listing inventory from a variety of sources. *Also available as a stand-alone session*



EXPRESSION . . . IMPRESSION . . . RESULT. 97% of our negotiating power is lost in e-communication. A basic truth is that we all want to positively connect and engage with others. This lively, pointed and relevant session creates self-awareness about our choices and how those choices impact results. Seasoned vets to Millennials describe this session as funny, real, inspiring, motivating, and an eye-opener.

FOR REAL ESTATE AGENTS:

IT'S A PRICE WAR TO THE DOOR! A "MOST REQUESTED" COURSE New and unique words, dialogues, scripts and methods to separate even the most seasoned agents from the crowd. Gain an edge for your listings and for your marketing with this one-of-a-kind presentation on new pricing techniques. Learn the difference between "pricing" and "positioning" and the true difference between "comparables" and "competition." This class will show you how to move unrealistic sellers from the state of denial to the state of reality!

6 DEADLY PRICING MISTAKES This session will reveal 6 of the most common, yet devastating, mistakes made by licensees when presenting pricing information to sellers. It is easy to kill our chances of being hired just by saying, or doing, the wrong thing. It is also too costly, in time and money, for sellers and for real estate professionals, to list a house that won't sell. Learn proven strategies and dialogues to get more listings and to get them SOLD.

NEGOTIATIONS: THE GAMES PEOPLE PLAY A "MOST REQUESTED" COURSE What is the difference in a master negotiator and the typical sales person? A master negotiator understands and practices solid, proven techniques that get to "yes," bypass "no," and end up with delighted clients leading to future referrals. These negotiation techniques are not human nature, we are not born with these skills! Master negotiators are created through a sincere desire to help others and to learn new skills. Join Jackie for a journey to enhanced negotiation and people skills that can be life changing.

NLP: NEGOTIATE LIKE A PRO Get actual dialogues, systems, and strategies to power up your negotiating skill sets. You'll discover the true consumer mindset about negotiating and how to keep emotions and objections from derailing the process. "NLP" will focus on communication agility skills that balance the insight and understanding necessary to move any negotiation forward. Consumers expect you to represent their best interests; but clients for life expect professional advocates!

SELLING WITH STYLE: DISCOVERING YOUR CLIENT'S NEEDS Understanding the most important needs, fears and emotions of buyers and sellers who are involved in the largest financial transactions of their life is paramount. This course will teach licensees how to better understand the unique and individual needs of each customer/client they deal with by learning to identify the customer's DiSC behavioral style.

BUSINESS ETHICS FOR BUSINESS PEOPLE NAR's Code of Ethics and state Canons of Ethics are founded in good business practice. Let's face it, without the real estate industry, all other industries would either struggle or dissolve. We are the heart of the American Dream. Through interactive case studies, students will learn business strategies and systems that will demonstrate outstanding business ethics to the world of consumer. This course goes to the heart of our industry and helps real estate licensees to better serve the overall significant purpose of real estate.

DANCES WITH WOLVES: HOW TO THRIVE IN ANY MARKET The real estate industry is changing at an alarming pace. Kevin Costner thrived in a new, challenging environment and so can we. Discover how a sustainable business can be created using the strategies of Lt. Dunbar in “Dances with Wolves.” Walk away with a 3-step formula that can transform your career.

BUSINESS PLANNING FROM THE INSIDE OUT Most real estate professionals don't have a written business plan. Of those who do, many plan backwards, with marketing as their first step. In fact, marketing is the last step in an effective business plan. Learn to plan from the “inside-out,” plan your life, your business, and your strategy. Then, and only then, should we spend money on marketing. This 5 step, inside-out, method builds a plan for a predictable, sustainable and profitable business.

STAKE YOUR CLAIM: MINE YOUR OWN BUSINESS More than 60% of consumers will do business with the first person they meet or think of the day they find a need to buy or sell real estate. Is your sphere thinking of you on that day? Or, is your sphere reading another agent's blog the day they decide to move? How are you protecting your best asset in real estate? Your database is your gold mine and your competitors are moving in. Learn to be top of the mind and to be the “go to” person for real estate. Learn to create a deep relationship with your database so that you know when change is happening in their lives. Stay in the know and mine for your gold. *1.5hr session*

CAPTURING OPPORTUNITIES IN THE EXPIRED & FSBO MARKETS

Real estate professionals always want more salable listings, but most don't see the obvious opportunity that exists in working the expired listing market and the for sale by owner market. And, if they do see the opportunity, they choose not to work it. Understanding, systems, and strategies all contribute to the confidence necessary to capitalize on these opportunities. We do what we do because we are best equipped to help sellers sell their homes. FAQ's:

- Do expired listings and For Sale by Owners offer opportunity for all agents? Yes
- Can an agent really capture the expired and/or For Sale by Owner market? Yes
- Is there a positive approach for expireds/FSBO's that creates hope and respect? Yes
- Can sellers of expired listings learn to trust again? Yes
- Is the return on investment worthwhile? Absolutely
- Can every agent: new, seasoned, shy or outgoing capture these markets? Yes
- Is there a system to follow? Yes
- Do FSBO's really eat their young? NO!



FOR MANAGERS & LEADERS:

WHO'S DRIVING THE BUS? 4 KEYS TO SUCCESSFUL LEADERSHIP Who is driving your company or your office, you or your agents? What determines your year-end results, the agent's goals or yours? Learn to look ahead and create your own destiny. Become the “Rain-Maker” and gain respect from your agents.

DANCES WITH WOLVES: IT'S A DOG-EAT-DOG WORLD OUT THERE Will your selection of people nourish and sustain your company, or make it sick? Use the survival techniques of Lt. John Dunbar (Kevin Costner) to enhance your survival skills and maximize your recruiting potential.

5 STAGE FORMULA TO RECRUITING MASTERY Learn proven strategies to build consistent, repeatable systems and dialogues for each of the 5 stages necessary to meet recruiting goals. Stage 1 is to identify the target recruit. We will learn various techniques to target the agents who are congruent with your core values and who will fill the voids in your office or market. Stage 2 is the lead generation piece of the formula. Stage 5 is the hiring process. Attend this session to learn strategies to create a structured process for each stage of the process. Recruiting mastery takes heart, hard work and systems!

3 ANGLES TO AMAZING OFFICE GROWTH Recruiting and retention continue to be critical to a successful brokerage. The big question is how to connect and engage with today's “work at home” and “mobile office” agents. Discover 3 ways to make your brokerage or office indispensable to your agents and become a recruiting magnet.

PERSUASIVE LEADERSHIP FROM THE INSIDE OUT How can you define yourself as a leader? What makes others buy into your vision? The self-aware leader builds core values for their team from the inside out. Their authenticity draws passion and commitment from those around them to succeed. Find out how *discovery* can power *design* in this enlightening session.

LEADING WITH STYLE Ever wondered why you click with some agents and clients and don't click with others? As a leader, it is critical to understand what will attract others to your leadership style and what could repel them. It is also vitally important to recognize what your clients and agents relate to, appreciate and fear. The ability to understand other people and to relate to them, with style, is the key to great leadership.

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