



Hatch Seminars

The first word in Education.

KEYNOTE • LEADERSHIP • GENERAL SESSIONS

Times Are A Changin' . . . Are You Ready, Willing, Able? In everyone's professional and personal life *Change* is inevitable; growth, on the other hand, is optional. Whether you are progressing from one predictable stage of professional growth to another or trying to deal with the ever-changing market, there are *5 Essential Steps* for successfully creating and managing change that will enable you to *succeed* in any market. If you are *ready* and *willing*, this session is for you because you will certainly leave . . . *able!* (60 – 90 min)

Time Flies . . . Learn To Be the Pilot Time . . . is your greatest asset! Controlling how effectively and productively you manage it begins with a system for measuring how you spend it. From that solutions will become apparent . . . better systems to create more focus, time-blocking to eliminate procrastination, starting or building a team if/when necessary, and “budgeting” for balance. (60 – 90 min)

Leadership . . . Winning Others Over vs. Winning Over Others What percentage of your day would you say you are actively attempting to influence . . . persuade . . . negotiate with others? We are living in a world fraught with strongly felt differences that end up in conflict, and the intuitive path for most of us whether in business or our personal relationships is to win even at the expense of others. The road from confrontation to agreement is not the elimination of these differences . . . that is not even possible. So, how do you go about winning the co-operation of others in an environment of strongly felt differences . . . winning others over vs. winning over others? The answer is by understanding, mastering, and implementing the principles of influence: persuasion . . . leadership . . . negotiation. (60 – 90 min)

BUSINESS PLANNING SERIES

Mind Your Own Business . . . Designing A Personal Business Plan This session includes *ALL* the fundamental design elements in any successful personal plan:

- First, the *FOUNDATION* . . . choosing and committing to the essence of what will make you “famous” to your clients . . . your *UNIQUE – COMPELLING – VALUE PROPOSITION*.
- Second, the *CORNERSTONE* . . . an accurate and measurable “financial target” which represents the quality of life you wish to create for yourself and family.
- And, finally, the *ACTION STEP* . . . the creation and implementation of a set of effective ongoing strategies to assure your plan is . . . *FOCUSED* on how most clients find their agent . . . *PROACTIVE* with step-by-step strategies for “connecting” with those clients . . . and *PURPOSEFUL – FORWARD THINKING* to not only attract clients first but also keep *THOSE CLIENTS AND ALL THEIR FRIENDS – FOREVER!* (Full Day Session)

Exclusively By Referral . . . THE PROgram This program is unlike any other program you have attended. It is not a listen and learn program, it is a listen and *do* program. It includes not only the 5 Basic Principles for creating a successful repeat and referral business, but also includes a step-by-step, month-by-month implementation of those principles in the form of specific strategies, techniques, and dialogues. This is a guide to a more Focused, Proactive, Purposeful, Enjoyable, and Successful referral business. (3hr - Full Day Session)

BUSINESS PLANNING BREAKOUT SESSIONS, 60-90 MINS

Mind Your Own Business . . . Designing A Focused – Profitable – Personal Plan There are fundamental design elements in any successful personal plan. First, the *Foundation*: choosing and committing to the essence of what will make you “famous” to your clients--*your unique and compelling value proposition*. Second, the *Cornerstone*: an accurate and measurable “financial target” which represents the quality of life you wish to create for yourself and family. In this session, we will *design* that vision, *identify* appropriate operating and marketing expenses, *calculate* a financial target, *translate* that target into a number of settled units, and *analyze* your personal promotion options to assure *Success*.

Mind Your Own Business . . . A Winning Hearts & Minds Marketing Approach If you are about to commit or recommit your time, money, and energy to an effective personal promotion strategy, this session has been designed for you! We will create an effective ongoing strategy based on NAR “hard fact and data” to assure your plan is *focused* on how most clients find their agent, *proactive* with step-by-step strategies for “connecting” with those clients, and *purposeful – forward thinking* to not only attract clients first but also keep *those clients and all their friends forever!*

NEGOTIATION SERIES

Negotiating Edge . . . A 5-Step Blueprint For SUCCESS! Participants will leave this seminar with not only a complete understanding of the most current, innovative and effective negotiation strategies, but also with specific real estate applications for their day-to-day negotiations with and for their clients.

Upon completion of this course, participants will:

- Implement the specific skills of a 5-Step Strategy for negotiating past NO to YES!
- Understand the 3 fundamental axioms of negotiating and the application of each in their real-world negotiations.
- Identify the 5 barriers to agreement and be able to implement the appropriate “breakthrough” strategy for each.
- Implement the ASK – LISTEN – LEARN – LEAD sequence to more effectively uncover clients’ true MOTIVATION and COMMUNICATION style, and how they “PLAY THE GAME”
- Successfully handle the most common seller objections to pricing at fair market value and wanting to perform a “commission-ectomy”.
- Successfully handle the most common buyer objections of waiting for the perfect house, waiting for the “good deal”, wanting to write a “low ball offer”.

(Full Day Session)

NEGOTIATION BREAKOUT SESSIONS, 60-90 MINS

Negotiating Edge . . . Often Overlooked 1st Steps A fundamental axiom of negotiating is you never negotiate from a position of weakness . . . which indicates there are crucial first steps to be taken long before the average untrained person’s understanding of the process. The process begins with you creating a large number of options and/or better alternatives for yourself, understanding fully the person’s motivations and alternatives, and finally developing alternatives for mutual gain. Negotiating from a position of strength requires that you prepare – prepare – and prepare yet again!

Negotiating Edge . . . Say NO & Still Get Paid Yes! You can stand up for yourself against unreasonable demands by understanding – constructing – and delivering what master negotiators call a “Positive NO”. Predict unreasonable demands, know when and how to say a respectful NO, and move forward by offering a “golden bridge” to options for mutual gain!

Negotiating Edge . . . Gaining Clients’ Trust & Loyalty Yes, you can give advice to clients who do not trust you . . . *they just won’t take it!* A common mistake is attempting to give advice to someone who is unreceptive; it will either fall on deaf ears or be misconstrued. The challenge is to gain the trust and rapport necessary to create a receptive environment in which to negotiate. In this session you will learn to recognize and respond appropriately to the client’s “5-Step Mind Map” which is the KEY to developing that receptive environment of trust and rapport.

Negotiating Edge . . . Mastering the Language of Persuasion What to say, when to say it, and how it should be said, is the essence of any negotiation. In mastering the language of negotiating, it is important to understand that the form – style – design of communication is as important as the content. This session is designed to help you recognize and modify your presentation to enable you to *connect* with any client and in doing so enhance your ability to successfully convince – influence – and negotiate with and for your clients.

Negotiating Edge . . . The Power of Sincere Listening Unless you are hearing impaired, hearing simply happens. The act of ACTIVE LISTENING however is a learned skill and something you consciously choose to do. In this session you will learn how to overcome the obstacles and master the art of active listening. It will be the most impactful “gift” you can give. It will cost you nothing and yet will mean everything to those you are trying to influence – persuade – lead – negotiate. Learn to turn confrontation into cooperation by LISTENING!

Negotiating Edge . . . Getting Past NO! YES, BUT . . . “your commission is too high” . . . “we need to sell for more” . . . “we want to offer less” . . . are just a few examples of the objections that arise CONSTANTLY! Since they do, would it not be a smart move on your part to learn a PRESENTATION to AVOID them . . . a STRATEGY to successfully HANDLE them . . . along with the specific LANGUAGE for OVERCOMING them? If that makes sense to you, then this is the session for you!

SUCCESS SERIES

Success Is Never an Accident . . . KEY SUCCESS Strategies CHANGE is inevitable in everyone’s professional and personal life; GROWTH, however, is optional. Using NAR DATA and the EXPERIENCE of successful agents we have identified KEY strategies to PROPEL your PERFORMANCE. Included are strategies FOCUSED on attracting a large quantity of QUALITY clients . . . PROACTIVELY identifying and delivering unique/compelling VALUE . . . PURPOSEFULLY keeping those clients repeating and referring . . . a time-management system to increase PROFESSIONAL PRODUCTIVITY and PERSONAL BALANCE . . . and the most CURRENT and INNOVATIVE negotiating strategies. If you are looking to POWER UP your business . . . this session is for you! (Full Day Session)

SUCCESS BREAKOUT SESSIONS, 60-90 MINS

3 KEY Success Strategies . . . Time Management – Delegation – Balance Time is your greatest asset! Controlling how effectively and productively you manage it consists of a 3-step process with a system for measuring and tracking how you spend it. From that solutions will present themselves: better systems to create more focus, time-blocking to eliminate procrastination, starting or building a team if/when necessary, and "budgeting" for balance.

3 MORE KEY Success Strategies . . . Proactive – Purposeful – Profitable – Lead Generation You're about to commit or recommit your greatest assets (time – energy – money) on creating and implementing effective lead generation strategies. Before you do there is objective and demonstrable information that clearly points to where and how to focus those assets to generate the largest quantity of quality clients at the lowest cost.

3 BONUS KEY Success Strategies . . . Planning & Budgeting for Profit The GOAL isn't more money – it's MORE PROFIT! Get the highest return on your time, money, energy invested by "budgeting" for and focusing on profit. Set a realistic income target with reasonable operating/marketing expenses and track and analyze basic numbers for untapped sources of profit.

CUSTOMER SERVICE SERIES

The Little EXTRAS . . . In EXTRAordinary Customer Service The client's confidence is the most precious asset for anyone who "sells" the promise of unique, compelling, EXTRA-ordinary service. Superb execution of that service CONSISTENTLY is the cornerstone of confidence building and happens only with a FOCUSED - PROACTIVE - FORWARD THINKING plan. By failing to develop that plan and deliver on that promise you risk losing your clients' - confidence - trust - repeat business - referrals - EVERYTHING! To insure "the promise" is kept the attendee of this session will:

- UNDERSTAND the Fundamental Principles of Customer Service
- CREATE a SPECIFIC ... 6-Step Client Service "Package"
- ITEMIZE the SPECIFIC ACTIONS ... for each step of the "Package"
- DEVELOP CHECKLISTS ... to assist in IMPLEMENTATION
- MEASURE the results
- DESIGN and FORMAT a CLIENT-FOR-LIFE SERVICE PRO-gram

(Full Day Session)

CUSTOMER SERVICE BREAKOUT SESSIONS, 60-90 MINS

EXTRAordinary Client Service . . . DURING the Transaction Satisfaction is not the target . . . LOYALTY is! If you are about to commit or recommit your time, money, and energy to an effective customer service package strategy, this session has been designed for you! We will create an effective step-by-step strategy focused on creating raving, referring fans with *proactive* elements to exceed their wildest expectations--a complete package *focused* on turning every ordinary situation into an EXTRAordinary experience.

EXTRAordinary Client Service . . . BEYOND the Transaction *Abandoned* ... is how clients describe how they feel after the conclusion of a transaction. It is also the number one reason why at settlement almost 80% say they would use their agent again but only about 12% do! If you are committed to a long-term career, it is time to stop thinking Transaction and begin focusing on Relationship! In this session we will create a Proactive – Purposeful – Forward-Thinking strategy for keeping your Clients and All Their Friends - Forever!



As president of Ed Hatch Seminars, Inc., Ed has spoken to over 100 audiences every year since 1990. He has been a featured speaker at the last twenty-seven consecutive NAR Conventions, at ten CRS Sell-a-brations, and has spoken on the topics of negotiating, business and strategic planning, customer service, and leadership throughout the US, the United Kingdom, Europe, Canada, New Zealand, Africa, South America, Singapore, Scandinavia, and Malaysia.

Contact Lisa at 888-423-3430 or Lisa@BettsWorks.com for information about Ed Hatch presenting at your next event.

