

Real Estate Seminars

The Marks & Associates training team is comprised of nationally recognized financial services, real estate, and marketing experts who have faced the same sales and marketing problems we all face on a daily basis. They've taken their successful conclusions to those problems and created a unique approach to help other professionals achieve their goals. Because of M&A's comfort and fluency in these markets, a seminar's focus can be adjusted to your specific needs, depending upon your goals or unique set of participants.

Most training seminars are designed to teach new information using an "educational" style format. While education is nice, all of our seminars focus on changing behavior patterns to *positively alter* the way people do their jobs. In other words, our seminars are designed to get measurable results through positive change.

Consultative Selling Seminars

A series of highly interactive sessions lead real estate professionals through instruction, discussions, role playing, and case studies designed to heighten their sales skills; to improve their ability to identify problems or opportunities, and to provide pragmatic solutions for both buyers and sellers of residential and commercial property. The series dramatically increases an agent or broker's ability to adapt to various sales situations and prospect personality styles. The series' primary objective is to identify and utilize the tools needed to sell more, and decrease the amount of time it takes to get listings and close property sales.

Foundations: First in a series of classes on consultative selling skills development. This one-day class teaches the diagnostic skills needed to prepare for a sales call; to identify and analyze the physical environment and personality of the customer or prospect; how to question them and elicit information that leads to understanding their issues and needs, and to handle sales objections as well as generating referrals. Its focus is teaching the diagnostic and consultative skills needed to be able to analyze a buyer's or seller's motivations and needs. Participants learn how to look for the key element: Change. Designed to teach and hone skills, participants will leave the session better prepared to immediately produce more revenue and gain referrals to new leads.

Building: The second class in the series is a one-day course focusing on refining the specific skills to close a sale. It uses case studies and extensive role playing to reinforce and help participants master diagnostic and selling skills introduced in the *Foundations* session. Heavy emphasis is placed on quantification of benefits in a very different and highly effective approach. The participants work one-on-one with the instructor to master this unique and successful closing technique. Cases and role-plays can be tailored to your marketplace.

Advanced Consultative Selling: This class, the third in the series, is designed for the more experienced real estate professional. It starts with the assumption that participants are already proficient in consultative selling.

The advanced consultative selling class gives the salesperson:

Enhanced questioning ability to really learn the customer's needs

Strong diagnostic skills to understand the key issues to the buyer or seller

Superior closing skills based upon the diagnostics used in the engagement

Substantially improved ability to keep the process organized and focused on results

Greatly improved sales presentations skills

Reduced reliance on old and tired techniques

Greater ability to understand opportunities and how they tie to still more opportunities

Coaching Follow-up Sessions

Because skills must be practiced, conducting periodic updates and refreshers can pay big dividends on the investment made in your consultative sales training. Our instructors have extensive experience making sure you've honed the skills you learned to succeed in earlier classes. These sessions make sure that the lessons learned weren't forgotten and that skills stay sharp. The follow-up sessions are taught in a one-day format and involve limited pre-work on the part of the participant in creating examples drawn from their real-life experiences. Follow-up sessions can also be provided over the telephone.