

# **Real Estate Seminar Series Continued**

## **Building and Managing Key Relationships**

*Understanding the commercial client in their marketplace*

*A strategic approach for account planning*

Designed to integrate strategic planning with consultative selling, this workshop uses a combination of lecture, discussion, role-playing, case studies, and other activities to sharpen participants' strategic vision and planning skills. In addition, the workshop is structured in a way that encourages and builds teams and team spirit. The workshop is designed to help commercial real estate brokers and agents understand the importance of a wide range of factors:

Technological change, interest rates, market demand, political and regulatory issues, growth, downsizing, and the entry or exit of competitors -- all factors that affect the health and future course of large clients. The class also teaches what changes to look for. At its conclusion, participants are capable of developing a 12-month plan for prospects and clients. This enables them to sell more deeply into each account, and to help the customer or prospect plan better for the future. This workshop can be integrated with any good consultative selling class, not just those delivered by Marks & Associates.

During the session, participants work with real-life examples derived from their own experience, expertise and knowledge. Other case studies used during the workshop have been written by Marks & Associates based upon more than 25 years of experience. Discussions of their real-life customers highlight what they know -- and what they don't know but should -- about their key customers.

Built around the basic, predictable milestones in the evolution of a client relationship, this workshop shows how to anticipate and plan for changes necessary at each stage in the relationship life-cycle. Rather than waiting to be prompted or prodded by specifically expressed demands or complaints from the client, participants are trained to look for opportunities keyed to life-cycle changes and to develop a strategic plan to foster and deepen the relationship over the long term (18 months).

## **How to Create and Deliver Effective Proposals**

Proposals and sales presentations should be designed to tell prospects exactly how you can help them. They must be clear, concise, easy-to-read or watch, and focused. They are sales tools, not advertising. This seminar teaches how to plan, design and deliver presentations and proposals that will get results because they are delivered from the client's point of view. Public speaking skills will be sharpened and even the most reluctant public speaker will learn how to deliver a strong, focused presentation.

## **Selling at Trade Shows**

Setting up a booth and collecting business cards is not an effective use of valuable trade show time. This session teaches how to make the most of trade shows through better booth management, more effective demos and presentations, customer and prospect "hooking," effective use of trade show marketing materials, and trade show "note-taking." We identify the

types of people that attend trade shows, their goals and how they act. The class uses role-play and discussion, which can be customized to your specific market.