



MARKS & ASSOCIATES

Marks & Associates is an executive development, training and consulting firm specializing in customer-focused training and coaching that maximize a real estate professional's ability to develop and close listings and sales. Led by Larry A. Marks, a pioneer in the field of consultative selling, training and professional marketing, Marks & Associates uses real-world real estate knowledge, diagnostic skills, coaching experience, sales and marketing expertise to develop programs that get results -- fast.

TRAINING

Marks & Associates takes a consultative, diagnostic approach with all seminars. We believe that consultative selling and marketing are more than simply the art of persuasion. The consultative approach aims at real values and the benefits that are most attractive to the buyer and seller, not the sales person. Our training seminars show real estate professionals not only how to determine a prospect's needs and match those needs to specific benefits, but most importantly, how to present the benefits so the buyer or seller take immediate action.

We teach real estate pros how to use problem-solving techniques to uncover, investigate and solve a buyer's or seller's needs and problems. This approach puts the real estate professional squarely on target with the buyer or seller's real needs and turns a broker/agent relationship into a partnership. Nothing speaks more eloquently about our training capabilities than our clients. Composed of financial services firms, banks, manufacturing firms and real estate professionals of all sizes and geographic locations, our client base regularly reports stunning increases in sales, customer penetration, and market expansion as a direct result of our sales training efforts. No other sales training firm better understands how to teach professionals how to execute like professionals.. Perhaps it's our unique blend of marketing and real life expertise - or perhaps its our 25 years of dealing in real estate and construction markets and business. Whatever the reason, results prove that Marks & Associates' sales training programs are the most effective programs available.

COACHING

Working with individual agents, senior management or other key employees, our coaching provides a combination of increased leverage for the organization and intellectual and skills development. Additionally Marks & Associates offers executive coaching for managers. Our professional coaches bring real-world experience to our clients and the diagnostic and managerial skills necessary to help them cope with the on-going issues in their jobs and home life.

Coaching is a solid way to provide yourself or your managers with the direct, hands-on support that they need without acquiring those resources full time. Our relationships with clients are on-going and span many issues that face individuals and managers. For managers, we help them develop skills, master problem resolution and grow in their role while preparing them for the future.

MARKETING CONSULTING

While most industries understand that training salespeople to sell their products is only part of the total marketing package, many in the real estate industry continue to struggle with the concept. Marks & Associates believes that it takes a well-developed, comprehensive marketing strategy, including personal marketing, materials design, direct marketing, advertising, public relations, multimedia applications, as well as sales training, to maximize your ability to attract and retain customers. We use our knowledge and real life marketing expertise to help you put that whole package together.

At the strategic level, Marks & Associates helps you assess your strengths and weaknesses, set marketing goals and objectives, and develop strategies and tactics that support those goals. Tactically, we work with you to design, conduct and analyze market research; collect and digest competitive information; develop and schedule marketing activities, such as direct mailings, newsletters, customer seminars and advertising; writing and producing marketing materials, such as brochures, pamphlets, articles, and web sites.

When combined with the unequalled effectiveness of our sales training, Marks & Associates' marketing consulting provides the most effective way to jump start stalled sales, deeply penetrate existing relationships and accelerate market expansion.