



ICENHOWER
COACHING & CONSULTING

ICC COACHING SYSTEM OVERVIEW

COURSE CATALOG | 2019

TABLE OF CONTENTS

What is included in the ICC coaching program?

ICC works one on one with clients to help them as a business consultant to look at what they are doing currently and what areas we need to focus on for growth and increased GCI while working towards life balance.

This copy will be 4-5 more sentences and then it will explain below is an overview that outlines what is included in the one on one coaching.

AGENT COACHING SYSTEMS OVERVIEW

1. General Areas of Focus

- A. Business Planning
 - 1. Annual Business Plan and Action Plan for implementation
 - 2. Financial Models: Budget and Profit & Loss statements
- B. Real Estate Teams
 - 1. Team structures, compensation schedules & job descriptions
 - 2. Recruiting, hiring, training & management
- C. Sales Skills
 - 1. Scripts, dialogues & objection handlers
 - 2. Techniques: tie-downs, downswings, embedded commands, mirror & matching behavior, and etc.
- D. Time Management – scheduling, time-blocking, activity tracking and accountability methods
- E. Online Strategies
 - 1. Social media
 - 2. Internet lead generation and search engine optimization (SEO)
 - 3. Internet lead sources



2. Client Behavioral Assessment - to customize coaching programs for coaching clients

- A. Business Generation Methods – customized to agent's natural behavioral profile
- B. A personal link to an Unlimited DISC Profile Assessment to be used for recruiting, hiring, onboarding, and team enrichment and understanding.
- C. Customer Service – to enable agent to assess and better adapt to different client profiles
- D. Teams – Provided to all team members and potential job applicants
 - 1. Promotes better team performance, bonding and tolerance of different behavioral styles
 - 2. Necessary in screening and hiring candidates for different team job profiles



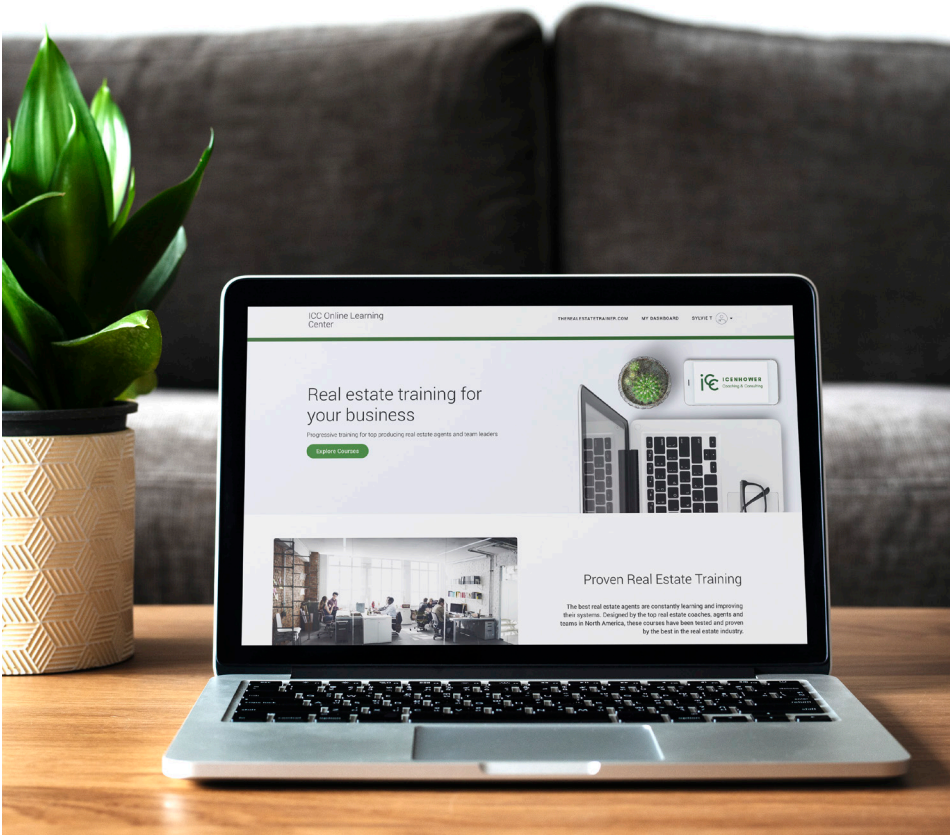
3. Coaching Platform complete

A private confidential portal for you to work with you coach one on one. This is where you can access the file library, answer worksheets, whiteboard ideas with your coach and so much more. All communication is housed within the portal so you never misplace an email or a file. See page ### for a list of over 400 files you will gain access to.



4. ICC Online Learning Center

This is how we move you and your team forward and drive productivity. Your leaders, agents and admins will have access to over 16 courses on everything from SOI training to ISA training and everything in between like sales behavior training and farming techniques. These are full robust courses with materials, action steps to execute in real life, audiobooks, 30+ minute videos of our founder working on a one on one level with your team to help them succeed. All ICC clients get a unique sign up link for their team that will trigger weekly progress reports for everyone that signed up using that link so you and your coach can drive accountability. We are always adding courses and below course catalog of what's included in every course.



**SPHERE OF INFLUENCE (SOI)
DATABASE – THE FOUNDATION
OF ALL BUSINESS GENERATION
ACTIVITIES**

- A. Overview of SOI database management system**
- B. Incorporation of customer relationship management (CRM) system**
- C. Database Contact Plan**
- D. Methods for database growth**
- E. Database groups**
- F. Scripts and dialogues**
- G. Accountability and tracking daily activities**

Includes SOI course, book, eBook and audiobook.

MODULE 1:
YOUR BOOK OF BUSINESS

Text: *Your book of business*
Video: *Your book of business*
Script: *SOI Update Database*
Resource: *Daily contact form*
Resource: *SOI member contact form*
Action Steps

MODULE 2:
WHO DO YOU KNOW?
Text: *Who do you know?*
Video: *Who do you know?’*
Resource: *Who do you know from these industries?*
Resource: *SOI member contact form*
Script: *SOI update database and Facebook message*
Action Steps

MODULE 3:
YOUR SOI CONTACT PLAN
Text: *Your SOI contact plan*
Video: *Your SOI Contact Plan: The communication bouquet*
Resource: *My SOI contact plan*
Action Steps

MODULE 4:
WHAT’S YOUR NUMBER?
Text: *What’s your number?*
Video: *Your SOI and Your Income*
Resource: *How does your SOI measure up?*
Script: *Update database and ask for referrals*
Action Steps

MODULE 5:
FEED THE MACHINE
Text: *Feed the Machine*
Video: *Feed the Machine: Growing your SOI*
Script: *Asking for referrals*
Action steps

MODULE 6:
YOUR SOI MEANS BUSINESS
Text: *Your SOI means business*
Video: *Your SOI Means Business*
Script: *Vendors and referrals*
Resource: *Sample preferred vendor list*
Action Steps

MODULE 7:
THE BUYER LEAD CONVERSION PROCESS
Text: *The buyer lead conversion process*
Video 1: *Buyers don’t know what they don’t know*
Video 2: *From contact to appointment*
Video 3: *Buyer and lender consultations*
Video 4: *Making things official*
Script: *Presenting the exclusive buyer agency agreement*
Script: *Handling objections to signing the buyer agency agreement*
Script: *The buyer lead conversion process*
Resource: *Buyer questionnaire and lead sheet*
Action Steps

MODULE 8:
THE SELLER LEAD CONVERSION PROCESS
Text: *The seller lead conversion process*
Video 1: *Overcoming common objections*
Video 2: *Getting answers*
Video 3: *the pre-listing packet*
Video 5: *The kitchen table consultation*
Resource: *Seller lead sheet*
Action Steps

MODULE 9:
DO YOU HAVE THE TIME?
Text: *Do you have the time?*
Video 1: *Parkinson’s Law and your priorities*
Video 2: *Taking it further*
Resource: *The top-producing Realtor’s daily schedule*
Resource: *Sample weekly calendar*
Resource: *The erase and replace rule*
Graphic: *The Eisenhower Decision Matrix*
Action Steps

MODULE 10:
TIME TO GET SOCIAL
Text: *Time to get social*
Video: *Time to get social*
Action Steps

MODULE 11:
STAYING ON TRACK
Text: *Stay on track*
Video: *Stay on track*
Action Steps

MODULE 12:
CLIENT EVENTS
Text: *Client events*
Video: *Everyone loves a party*
Action Steps

MODULE 13:
OPEN HOUSES
Text: *Open houses*
Video: *Open houses*
Script: *Scheduling an open house*
Script: *Promoting your open house*
Script: *Security and insurance for open houses*
Script: *Follow-up for potential buyers*
Script: *Follow-up and dialogue for neighbors and sellers*
Action Steps

MODULE 14:
DEVELOP REFERRALS FROM EXISTING CLIENTS
Text: *Develop referrals from existing clients*
Video: *Develop referrals from existing clients*
Resource: *Scripted asks*
Script: *Past-client follow-up*
Action Steps

MODULE 15:
ONLINE REVIEWS TO BUILD BUSINESS
Text: *Online reviews to build business*
Video: *Online reviews to build business*
Resource: *Five-star reviews can generate leads*
Action Steps

MODULE 16:
PREVIEWING PROPERTIES TO GET LISTINGS
Text: *Previewing properties to get listings*
Video: *Previewing properties to get listings*
Resource: *Benefits of previewing property*
Script: *Door-knocking after previewing property*
Action Steps

MODULE 17:
MLS FOR SUCCESS
Text: *MLS for Success*
Video: *Using MLS Search Updates to Provide Client Value*
Script: *Neighborhood auto email drip*
Script: *Geographic farming auto email drip*
Script: *Seller lead auto email drip*
Script: *Buyer auto-prospecting search*
Resource: *Editable Listing eAlert Campaign Promotional Ad*
Action Steps



PROSPECTING – LEAD GENERATION FROM SOURCES OUTSIDE OF EXISTING AGENT RELATIONSHIPS

- A. Expired Listings
- B. For Sale By Owner (FSBO)
- C. Geographic Farming
- D. Circle Prospecting
- E. Organization & Business Farming
- F. Door Knocking
- G. Property Previews (5 x 5 x 5)
- H. Just Listed & Just Sold marketing

MODULE 1:
THE ONLY PROSPECTING PLAN YOU’LL EVER NEED
Text: *The only prospecting plan you’ll ever need*
Video: *Prospecting principles*
Resource: *Sample proposed work schedule*
Resource: *Proposed work schedule (fillable)*
Graphic: *The Big 3 of Prospecting Success*
Graphic: *Meeting of the Minds*
Graphic: *Organized Sales Process Flowchart*
Graphic: *Ready? Willing? Able?*
Graphic: *6 Things “No” Means*
Graphic: *10 Habits to Improve Positive Energy*

MODULE 2:
MAKING PRESENTATIONS WITH SCRIPTS
Text: *Making presentations with scripts*
Video: *Prospecting scripts*
Script: *Asking for Referrals*
Script: *Expired Listings - Phone and voicemail*
Script: *Expired Listings - Objection handlers*
Script: *FSBOs - 3 Questions*
Script: *Circle Prospecting - Just listed*
Script: *Circle Prospecting - Just Sold*
Script: *Objection Handlers*
Resource: *Seller Questionnaire & Lead Form (fillable)*
Resource: *Buyer Questionnaire & Lead Sheet (fillable)*
Graphic: *Organized Sales Process Flowchart*

MODULE 3:
YOUR SPHERE OF INFLUENCE
Text: *Your sphere of influence*
Video: *Prospecting for SOI*
Resource: *Who do you know?*
Resource: *Follow-up script pattern*
Resource: *The rule of 7 touches*
Resource: *SOI Contact Schedule (fillable)*
Script: *Asking Existing Clients for Referrals*
Script: *We Need Listings in a Hot Market*
Script: *Update Database*
Script: *Update Database & Ask for Referral*
Script: *Past Client Follow-Up*
Script: *Contacting Neglected Past Clients*
Script: *Neighborhood Auto Email Drip*

MODULE 4:
EXPIRED LISTINGS
Text: *Expired listings*
Video: *Prospecting for expired & cancelled listings*
Resource: *Expired Listing Call Log (fillable)*
Resource: *Daily Contact Log (fillable)*
Resource: *Objection-Handling & Validation*
Resource: *Sample Weekly Calendar*

Graphic: *Organized Sales Process Flowchart*
Script: *Pre-Qualification*
Script: *Expired Listings - Phone & Voicemail*
Script: *Expired Listings 2*
Script: *Expired Listings - Objection Handlers*

MODULE 5:
PROSPECTING THROUGH OPEN HOUSES
Text: *Prospecting through open houses*
Video: *Prospecting for open houses*
Resource: *Next-Level Contact Plan*
Resource: *Open House Prospecting Activities*
Resource: *Open House Feedback Form (printable)*
Resource: *Positive Need Affirmation Sandwich (fillable)*
Script: *Buyer MLS Listing Alert*
Script: *Seller Lead Auto Email Drip*
Script: *Open House Neighbor Invitation*
Script: *Open House Pre-Listing Appointment*
Script: *Open House Circle Prospecting*
Script: *Scheduling an Open House*
Script: *Open House Guest List*
Script: *Follow-Up for Neighbors/Leads*
Graphic: *Open House Timeline*

MODULE 6:
PROPERTY PREVIEWS
Text: *Property previews*
Video: *Prospecting by previewing*
Graphic: *4-Step Property Preview Strategy*
Resource: *Sample Property Preview Checklist*
Resource: *Door-Knocking Note Log (fillable)*
Resource: *Lead-Tracking Sheet (fillable)*
Script: *Property Preview - Door-knocking*
Script: *Turnover Rate*

MODULE 7:
TIME MANAGEMENT
Text: *Time management*
Video: *Prospecting planning*
Resource: *Goal & Milestone Exercise (fillable)*
Resource: *Goal & Milestone Tracker (fillable)*
Resource: *Daily SOI Contact Form (fillable)*
Resource: *4-Week Schedule (printable)*
Resource: *End-of-Week Debrief (fillable)*
Resource: *One Day, 20 Contacts (fillable)*
Resource: *Ways to Make Habits Stick*
Resource: *Lead-Tracking Sheet (printable)*
Resource: *Personalized Schedule (printable)*
Resource: *Prospecting Accountability Chart (printable)*
Resource: *Sample ICC Year-to-Date Check-Up Form*
Resource: *Sample Weekly Calendar*
Graphic: *The Eisenhower Decision Matrix*

MODULE 8:
SECURING THE FSBO LISTING
Text: *Securing the FSBO listing*
Video: *Prospecting for FSBOs*
Resource: *FSBO Contact Sheet*
Script: *3 FSBO Questions*
Script: *FSBO Phone Questions*
Script: *FSBO Prospecting*
Script: *Increased Net Profit*
Script: *The Rolex Analogy*

MODULE 9:
CIRCLE PROSPECTING
Text: *Circle prospecting*
Video: *Prospecting by radius*
Resource: *Daily SOI Contact Form (fillable)*
Script: *Circle Prospecting - Just listed*
Script: *Circle Prospecting - Just sold*
Script: *Circle Prospecting - Hot real estate market*
Script: *Circle Prospecting - Open House*

MODULE 10:
YOUR PROSPECTING ARENA
Text: *Your prospecting arena*
Video: *Prospecting arena (or area)*

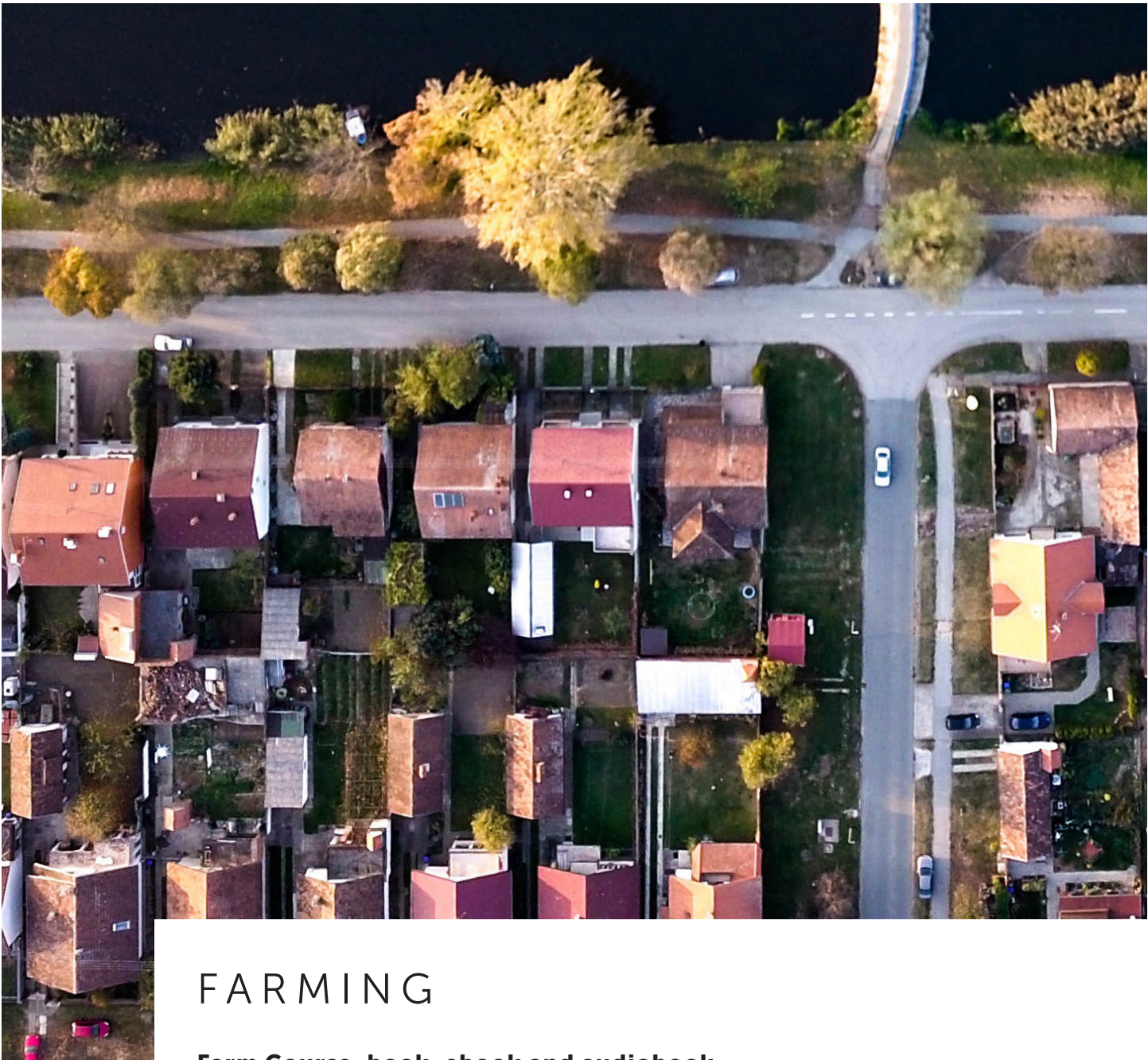
MODULE 11:
MINDSET
Text: *Mindset*
Video: *Prospecting with a positive perspective*
Graphic: *SWOT*
Graphic: *The Gandhi Circle*
Resource: *SWOT Companion Worksheet (fillable)*
Resource: *SMART Action Plan (fillable)*

MODULE 12:
THE ART OF CLOSING
Text: *The art of closing*
Video: *Prospecting & closing*
Graphic: *Organized Sales Process Flowchart*
Graphic: *Always Be Closing*
Script: *Exclusive Buyer Agency Agreement*
Script: *MLS Conversion*
Script: *Lender Appointment*
Resource: *Which Closer Are You?*
Resource: *Closing Scenarios Worksheet (fillable)*
Resource: *Closing Style Gallery*
Resource: *Clarify, Qualify, Close*

MODULE 13:
TRACKING TRUTH IN NUMBERS
Text: *Tracking truth in numbers*
Video: *Prospecting tracking tools*
Resource: *Daily SOI Contact Form (printable)*
Resource: *One Day, 20 Contacts (printable)*
Resource: *Lead Tracking Sheet (printable)*
Resource: *Buyer Questionnaire & Lead Form (printable)*
Resource: *Seller Questionnaire & Lead Form (printable)*
Resource: *Sample Buyer Inventory*
Resource: *Sample Listing Inventory*
Resource: *Sample Pending Inventory Pipeline*
Resource: *WIG - Wildly Important Goals (fillable)*
Resource: *Production Ratio Planner (fillable)*

MODULE 14:
HOLDING YOURSELF ACCOUNTABLE
Text: *Holding yourself accountable*
Video: *Prospecting accountability for productivity*
Graphic: *12 Characteristics of Accountability*

MODULE 15:
NEXT-LEVEL COMMITMENT
Text: *Next-level commitment*
Video: *Prospecting at the next level*
Resource: *Skillset Ranking Assessment (fillable)*
Resource: *Systems Process Procedure (fillable)*
Resource: *Pulled Planning - Goal-Setting (fillable)*



FARMING

Farm Course, book, ebook and audiobook

MODULE 1:
INTRODUCTION TO FARMING
Text: Introduction to farming
Video: How to select your farm

MODULE 2:
FLYERS, MAILERS, SEASONALS AND UPDATES
Text: Flyers, mailers, seasonals and updates
Video: Flyers, mailers, seasonals and updates
Script: Just Sold
Script: Just Listed

MODULE 3:
CALLING THE NEIGHBORS & DOOR-KNOCKING
Text: Calling the neighbors & door-knocking
Video: Calling the neighbors & door-knocking
Script: Follow-Up for Neighbors
Script: Door-Knocking
Script: Just Sold
Script: Just Listed

MODULE 4:
FSBOS AND EXPIRED LISTINGS
Text: FSBOS and expired listings
Video: For-sale-by-owners & expired listings
Script: FSBO Phone Call
Script: Benefits of Listing with an Agent
Script: The Watch Analogy
Script: Expired Listing #1
Script: Expired Listing #2
Script: Expired Listing #3

MODULE 5:
OPEN HOUSES & NEIGHBORHOOD EVENTS
Text: Open houses & neighborhood events
Video: Open houses & neighborhood events
Script: Promoting Your Open House
Script: Scheduling an Open House
Script: Open House Security
Script: Open House Buyer Conversion
Script: When a Neighbor Walks In

MODULE 6:
EMAIL DATABASES, CAMPAIGNS AND COMMUNITY WEBSITES
Text: Email databases, campaigns and community websites
Video: Creating email campaigns and community websites
Script: Email campaigns

MODULE 7:
FARMING WITH SOCIAL MEDIA
Text: Farming with social media
Video: Social media farming methods
Script: Facebook Farming



ADMIN TRAINING

ADMIN Course, book, eBook and audiobook

MODULE 1:
INTRODUCTION
Text: Introduction
Video: Communication Foundations
Resource: Get to know the DISC profiles

MODULE 2:
UNDERSTANDING JOB ROLES
Text: Understanding job roles
Video: Job roles for admin staff
Resource: The solution triangle

MODULE 3:
THE ADMINISTRATIVE MANAGER
Text: The administrative manager
Video: The Administrative Manager: Creating structure
Resource: Sample Weekly Calendar
Resource: Active listing-blank (fillable)
Resource: Sample Buyer Inventory
Resource: Daily Contact Form (fillable)
Resource: Sample Year-to-Date Check-Up Form 1
Resource: Sample Year-to-Date Check-Up Form 2
Resource: Lead Tracking Sheet (fillable)
Resource: Sample Pending Inventory Pipeline
Resource: Sample scoreboard 1
Resource: Sample scoreboard 2
Resource: Year-to-Date Check-Up Form (fillable)
Resource: Active & Pending Inventory Lists (fillable)
Resource: ICC Team Scoreboard (fillable)

MODULE 4:
THE LISTING MANAGER
Text: The listing manager
Video: The listing manager: From listing to contract
Resource: Listing and pre-listing checklists
Resource: Listing-to-contract checklist
Resource: Pre-listing checklist
Resource: Seller lead sheet
Resource: Assistant's First Call checklist (PDF and editable)

MODULE 5:
THE TRANSACTION COORDINATOR
Text: The transaction coordinator
Video: The transaction coordinator: From contract to closing
Resource: Buyer-Seller Checklist
Resource: Active listing, blank
Resource: Buyer closing checklist
Resource: Buyer inventory
Resource: Buyer lead sheet
Resource: Sample listing inventory
Resource: Pending contracts
Resource: Pending inventory pipeline
Resource: Sample seller closing checklist
Resource: Buyer and Seller Checklists (fillable)

MODULE 6:
THE MARKETING DIRECTOR
Text: The marketing director
Video: The Marketing Director: Building your real estate business
Resource: Buyer closing checklist
Resource: Client event contact plan
Resource: Listing to contract checklist
Script: Contacting past and existing clients
Resource: Pre-listing checklist
Resource: Seller closing checklist

MODULE 7:
YOUR SPHERE OF INFLUENCE
Text: Your sphere of influence
Video: Your sphere of influence
Resource: Team scoreboard
Graphic: The SOI Core

MODULE 8:
CREATING THE ULTIMATE USER EXPERIENCE
Text: Creating the ultimate user experience
Video: Creating the ultimate user experience
Resource: Policies and Procedures Handbook
Resource: First day welcome orientation checklist
Resource: First quarter checklist - Admin - Alternate
Resource: Editable First-Day Welcome Orientation Checklist

MODULE 9:
CONCLUSION
Text: Conclusion
Video: Above and beyond
Resource: Leader v.s. Manager
Resource: Production growth budget schedule
Resource: Staff self-performance appraisal
Resource: Sample Team Annual Business Plan
Resource: Editable Blank Business Plan
Resource: Editable Blank Action Steps



DISC TRAINING

DISC Course, book, ebook and audiobook

MODULE 1:
WHAT IS DISC?
Text: What is the DISC?
Video: DISC profiles
Resource: DISC Behavioral Assessment

MODULE 2:
HOW TO IDENTIFY DISC PROFILES
Text: How to identify DISC profiles
Video: How to identify DISC profiles
Graphic: DISC Quiz

MODULE 3:
MIRRORING AND MATCHING
Text: Mirroring and matching
Video: How to mirror and match
Resource: Mirroring and Matching Cheat Sheet

MODULE 4:
USING DISC WITH CLIENTS
Text: Using DISC with clients
Video: Using the DISC with clients

MODULE 5:
USING DISC WITH LEAD GENERATION METHODS
Text: Using DISC with lead generation methods
Video: Using DISC with lead generation methods
Resource: DISC Behavioral Assessment

MODULE 6:
DISC PROFILES FOR DIFFERENT REAL ESTATE TEAM ROLES
Text: DISC profiles for different real estate team roles
Video: DISC profiles for different real estate team roles

MODULE 7:
TRAINING TEAM MEMBERS USING DISC
Text: Training team members using DISC
Video: Training team members using DISC



HIRING TRAINING

HIRE Course, book, ebook and audiobook

MODULE 1:
HIRING FOUNDATIONS
Text: *Hiring foundations*
Video: *Initial hiring considerations and mindset*
Graphic: *The first-quarter checkmark*
Graphic: *The hiring process overview*

MODULE 2:
THE JOB DESCRIPTION
Text: *The job description*
Video: *Creating a job description*
Job Description: *Administrative Assistant*
Job Description: *Buyer’s Agent*
Job Description: *Showing Assistant*
Graphic: *Leverage Training Curve*

MODULE 3:
THE DISC ASSESSMENT
Text: *The DISC Assessment*
Video: *Identifying DISC Behavioral Profiles*
Graphic: *DISC Profiles*
Graphic: *DISC Behavioral Assessment*
Script: *“Applicant Denied” Email*

MODULE 4:
ADVERTISING THE JOB
Text: *Advertising the job*
Video: *Advertising the Job: Getting into action*
Online Job Post: *Administrative Position*
Online Job Post: *Sales Position*
Script: *Facebook Job Ad*
Script: *Calling Affiliates*
Script: *Calling SOI Contacts*
Script: *“Thank you for your interest” email*

MODULE 5:
REVIEWING APPLICATIONS, GETTING BEHAVIORAL ASSESSMENTS
Text: *Reviewing applications, getting behavioral assessments*
Video: *Reviewing applications & getting behavioral assessments*
Resource: *DISC email instructions template*

MODULE 6:
THE PHONE SCREENING INTERVIEW
Text: *The phone screening interview*
Video: *Who to Look For: The phone screening interview*
Resource: *Phone screening worksheet (fillable)*
Resource: *Follow-up phone screening worksheet (fillable)*
Resource: *The DISC Profiles*
Resource: *The DISC Behavioral Assessment*

MODULE 7:
THE IN-PERSON INTERVIEW
Text: *The in-person interview*
Video: *The in-person interview & checking references*
Resource: *In-person interview form (fillable)*

MODULE 8:
REFERENCE CHECKS
Text: *Reference checks*
Resource: *Reference check worksheet (fillable)*

MODULE 9:
COMPENSATION CONSIDERATIONS & THE FINAL OFFER
Text: *Compensation considerations & the final offer*
Video: *Compensation considerations & the final offer*
Resource: *Offer Letter for Administrative Staff*
Resource: *Offer Letter for ISA to Sales Agent*
Resource: *Offer Letter for Sales Agents*
Resource: *New employee information card (fillable)*

MODULE 10:
CONCLUSION
Text: *Conclusion*
Resource: *Printable Appendix (contains all previously listed course resources in one file)*



COACHING TRAINING FOR TEAM LEADER/ BROKER OWNERS/ SALES TRAINERS

COACH Course, book, ebook and audiobook

MODULE 1:
INTRODUCTION
Text: Introduction
Video: Part One: Introducing self-discovery and content-based coaching
Video: Part Two: Blending self-discovery and content-based coaching
Graphic: The Coaching Scope

MODULE 2:
DEVELOPING YOUR COACHING ABILITIES
Text: Developing your coaching abilities
Video: Part One: Developing your coaching abilities
Video: Part Two: 8 keys to mastering the self-discovery method
Video: Part Three: Two different perspectives

MODULE 3:
THE CATALYST QUESTION
Text: The catalyst question
Video: Catalyst: Going under the hood
Resource: The 6 Core Self-Discovery Questions

MODULE 4:
THE PROBE QUESTION
Text: The probe question
Video: Probe: No denying
Resource: The 6 Core Self-Discovery Questions

MODULE 5:
THE PINPOINT QUESTION
Text: The pinpoint question
Video: Pinpoint: Painful, until you realize...
Resource: The 6 Core Self-Discovery Questions

MODULE 6:
THE FINISH LINE QUESTION
Text: The finish line question
Video: Finish Line: Back to the gym
Resource: The 6 Core Self-Discovery Questions

MODULE 7:
THE SUPPORT QUESTION
Text: The support question
Video: Support: It's not about you...until it is
Resource: The 6 Core Self-Discovery Questions

MODULE 8:
THE EXECUTION QUESTION
Text: The execution question
Video: Execution: Getting laser-focused
Resource: The 6 Core Self-Discovery Questions

MODULE 9:
GOAL-SETTING
Text: Goal-setting
Video: Goals: Get S.M.A.R.T.

MODULE 10:
TROUBLESHOOTING
Text: Troubleshooting
Video: Resolving client issues

MODULE 11:
CONCLUSION
Text: Conclusion
Video: Coachable and uncoachable clients



ISA MANAGER TRAINING

ISA Manager Course, book, ebook and audiobook

MODULE 1:
**RECRUITING, INTERVIEWING AND
HIRING ISAS**
Workbook: Recruiting, interviewing and hiring ISAs
Video: Recruiting, interviewing and hiring ISAs
Survey: Check-in: Recruiting, interviewing and hiring ISAs

MODULE 2:
FIRST QUARTER FOR ISAS
Workbook: First quarter for ISAs
Video: First quarter for ISAs

MODULE 3:
SCRIPTS FOR THE ISA
Workbook: Scripts for the ISA
Video: Scripts for the ISA
Survey: Check-in: Scripts for the ISA

MODULE 4:
TESTING AND BENCHMARKING
Workbook: Testing and benchmarking
Video: Testing and benchmarking
Survey: Check-in: Testing and benchmarking

MODULE 5:
ISA PRACTICE
Workbook: ISA practice
Video: ISA practice
Survey: Check-in: ISA practice



ISA AGENT TRAINING

ISA Agent Course, book, ebook and audiobook
10 written and video modules

MODULE 1:
SCHEDULING AND TIME MANAGEMENT
Workbook: Scheduling and time management
Video: Scheduling and time management
Survey: Check-in: Scheduling and time management

MODULE 2:
CONVERSATION SKILL DEVELOPMENT
Workbook: Conversation skill development
Video: Mirroring and matching
Survey: Check-in: Conversation skill development

MODULE 3:
DOWNSWINGS, EMBEDDED COMMANDS, TIE-DOWNS & TRIAL CLOSES
Workbook: Downswings, embedded commands, tie-downs and trial closes
Video: Downswings, embedded commands, tie-downs & trial closes
Survey: Check-in: Downswings, embedded commands, tie-downs & trial closes

MODULE 4:
TRACKING, ANALYTICS & THE ORGANIZED SALES PROCESS
Workbook: Tracking, analytics & the organized sales process
Video: Tracking, analytics & the organized sales process
Survey: Check-in: Tracking, analytics & the organized sales process

MODULE 5:
ALTERNATE CHOICE CLOSE & OBJECTION HANDLING
Workbook: Alternate choice close & objection handling
Video: Alternate choice close & objection handling
Survey: Check-in: Alternate choice close & objection handling

MODULE 6:
CREATING URGENCY
Workbook: Creating urgency
Video: Creating urgency
Survey: Check-in: Creating urgency

MODULE 7:
NURTURING & CULTIVATION
Workbook: Nurturing & cultivation
Video: Nurturing & cultivation
Survey: Check-in: Nurturing & cultivation

MODULE 8:
PRE-QUALIFICATION
Workbook: Pre-qualification
Video: Pre-qualification
Survey: Check-in: Pre-qualification

MODULE 9:
CLOSING & CONVERSATION MODELS
Workbook: Closing & conversation models
Video: Closing & conversation models
Survey: Check-in: Closing & conversation models

MODULE 10:
BUILDING VALUE
Workbook: Building value
Video: Building value
Survey: Check-in: Building value

SCRIPT BOOK

Nurturing Text Scripts:
New search sign-up
Everyone wants a deal
Mentioning the specific day of the week
Connecting to current activity
List of open houses
Market update text
The apologetic attempt

Internet Lead Phone Scripts
First contact online registration
Specific property inquiry
More information request
Just looking
Quick hot/warm/cold leads
Follow-up check-in
Qualifying questions
Quick objection-handlers

Internet Lead Email Scripts
Welcome email for initial contact #1
Welcome email for initial contact #2
Welcome email for initial contact #3
Looking at homes
No-response email #1
No-response email #2
Email listing alerts #1
Email listing alerts #2
Email listing alerts #3
Listing feedback
No phone number or bad phone number
Buyer follow-up & specific search criteria
Encourage home showings & determine motivation
New prospect prior to second auto-email
How am I doing?
Specialty services
Bank-owned or foreclosures...interested?
Foreclosures & short-sale listings
Recently-reduced properties
Recently-listed properties
Free consultation
How to buy a home



RECRUITING

Includes RECRUIT course with eBook chapters, videos and resources.

MODULE 1:

YOUR UNIQUE VALUE PROPOSITION & RECRUITING TARGETS

Text: *Your unique value proposition & recruiting targets*
Video: *Your unique value proposition*
Graphic: *DISC Behavioral Assessment*
Graphic: *DISC Profiles*

MODULE 2:

THE RECRUITING SCOREBOARD

Text: *The recruiting scoreboard*
Video: *The recruiting scoreboard*
Graphic: *The Big 3*
Resource: *Sample Weekly Calendar*
Resource: *Sample Recruiter Dashboard*
Resource: *Recruiting Tools (fillable)*

MODULE 3:

RECRUITING WITH TECHNOLOGY

Text: *Recruiting with technology*
Video: *Recruiting with technology*
Graphic: *10-10-5 Daily Plan*

MODULE 4:

RECRUITING SOURCES

Text: *Recruiting sources*
Video: *Recruiting sources*
Script: *Congratulations & Production Report*
Script: *Congratulations on Production*
Script: *Expanding into Your Area*
Script: *New Listing*
Script: *Thank You for Cooperating on Buyer Side*
Script: *Thank You for Cooperating on Listing Side*
Script: *Real Estate School and New Licensees*

MODULE 5:

SETTING RECRUITING APPOINTMENTS

Text: *Setting recruiting appointments*
Video: *Setting appointments*
Script: *Let’s Talk About Your Production*
Script: *Provide a Production Report*
Script: *After Closed Transactions #1*
Script: *After Closed Transactions #2*
Script: *When Recruit is Referred by One of Your Own Agents*
Script: *When Recruit is Referred to the Recruiter*
Script: *For a New Brokerage or New Recruiter*
Script: *Looking to Build Relationships*
Script: *Referred by Agent After Transaction*
Script: *Students from Real Estate Licensing School*
Script: *For Rookie Agents in Their First Year*
Script: *For Up-and-Coming Agents*
Script: *Increased Market Presence*

Script: *Invitation to Class or Training Event*
Script: *Invitation to Participate on Agent Panel*
Script: *Confirming Recruiting Appointments*
Script: *Objection Handlers - Not interested in moving companies*
Script: *Objection Handlers - I’m too busy #1*
Script: *Objection Handlers - I’m too busy #2*
Script: *Objection Handlers - Happy with current company*
Script: *Objection Handlers - I need to wait until my transactions close*
Script: *Objection Handlers - Let me think about it*

MODULE 6:

CONDUCTING RECRUITING APPOINTMENTS

Text: *Conducting recruiting appointments*
Video: *Conducting appointments*
Script: *The Recruiting Process*

MODULE 7:

SETTING FOLLOW-UP APPOINTMENTS

Text: *Setting follow-up appointments*
Video: *Setting follow-up appointments*
Resource: *Natural DISC Profile Business Generation Tendencies*
Script: *Attend a Class or Training Event*
Script: *Behavioral Assessment*
Script: *Set a Coaching Appointment*
Script: *Create a Business Plan*

MODULE 8:

CLOSING RECRUITS

Text: *Closing recruits*
Video: *Closing recruits*
Resource: *Agent Intake Pipeline*
Scripts: *Closing and Objection-Handling*
Script: *When, Not If*
Script: *They Can’t Say No to Their Own Goals*
Script: *Delay Causes Resentment*
Script: *Commission Split*
Script: *You Need Our Systems*
Script: *Start Transitioning Ahead of Time*
Script: *Can Your Broker Help?*
Script: *Prepping the Broker Conversation*
Script: *Transferring Current Business*

MODULE 9:

CREATING A GROWTH ENVIRONMENT FOR RECRUITING

Text: *Creating a growth environment for recruiting*
Video: *Creating a growth environment for recruiting*
Graphic: *Characteristics of a Growth Environment*
Graphic: *DISC Style Identification*
Graphic: *SWOT*

