

# Introducing the ERA® Pro Performance Course!



This all-new course is easy, effective and essential:

- ERA Pro Performance is taught using a live webcast format
- The course improves productivity through proactive self-management activities for both new and experienced sales associates
- Participants will learn how to master essential skills such as face-to-face sales techniques, value proposition presentations and methodology for success in internet lead generation, web-based prospecting and internet marketing

**Classes start – June 19<sup>th</sup>, August 14<sup>th</sup> and October 9<sup>th</sup>**

## Core Concepts – Reinforced throughout content

- Psychology of Success
- Key Income Drivers
- Building a Core 300
- Proactive vs. Reactive Lead Generation
- Moving Passive to Active Prospecting
- Prospecting and Use of Social Media
- Navigating Internet Resources
- Importance of Video in Marketing
- Face to Face Sales Technique Mastery
- Presentation, Demonstration and Closing Technique
- Self-Management and Execution

### I. SESSION ONE

- a. Psychology of Success – Technique Mastery
- b. Lead Generation – Core 300 (Expand Your COI with Social Media)
- c. Appointment Setting Technique – Buyer Initial Appointment
- d. Accountability Assignment
- e. Weekly Team Meeting

### II. SESSION TWO

- a. Lead Generation – FSBO (Leveraging Website Resources)
- b. Appointment Setting Technique
- c. Proper Use of Video to Market Listings – (Leveraging Internet Resources)
- d. Accountability Assignment
- e. Weekly Team Meeting

### III. SESSION THREE

- a. Lead Generation – Expireds (Use of Community and R.E. Related Website Resources)
- b. Appointment Setting Technique
- c. Accountability Assignment
- d. Weekly Team Meeting

### IV. SESSION FOUR

- a. Presentation Technique (Use of Apps and Websites to Enhance the Presentation)
- b. Personal Marketing - (Proper Use of Video)
- c. Accountability Assignment
- d. Weekly Team Meeting

### V. SESSION FIVE

- a. Demonstration Technique
- b. Working with Different Personalities

- c. Accountability Assignment
- d. Weekly Team Meeting

### VI. SESSION SIX

- a. Questioning and Closing Techniques
- b. Handling Objection and Other Resistance
- c. Accountability Assignment
- d. Weekly Team Meeting

### VII. SESSION SEVEN

- a. Self-Management
- b. Goal Setting and Planning
- c. Scheduling
- d. Task Tracking and Prioritizing
- e. Accountability
- f. Action Plan
- g. Graduation

**For more information contact Shannon Poser at:  
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