

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

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 – Expires (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:
Shannon.Poser@era.com or call 407-786-5525**

As an independent contractor sales associate affiliated with an ERA[®] franchise office, you have a variety of resources, tools, technologies and educational opportunities available to you. The ERA educational materials, programs, or meetings which may contain suggestions and best practices are not mandatory. Nothing in this document is intended to create an employment relationship. NOTE: This document may contain suggestions and best practices with regard to specific issues you may encounter for you to use at your discretion.

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