

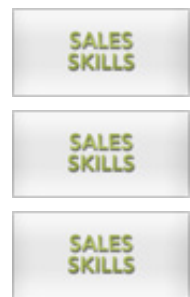
# Experienced Sales Associates Syllabus

*(Also available to Leaders)*

Regardless of your experience level, Institute 2.0 offers useful tools to help you capture even more business.

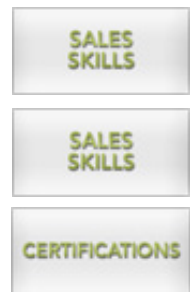
## WEEK 1

- Take Steve Harney's Homeownership: Still a Major Piece of the American Dream
- Take LeadingRE Value Proposition for Sales Associates
- Take Matthew Ferrara's Tech Tips - Using a Tablet During Listing Presentations



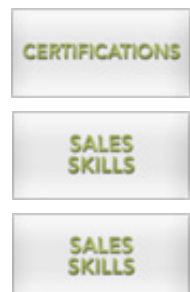
## WEEK 2

- Take Martha Webb's How to Say, "Clean Up this Mess" and Still Get the Listing
- Take the course Distressed Property Buyers: Rumors vs. Realities
- Enroll in the LeadingRE Sales Specialist (LSS) Certification
- Take Branding, Strategy Development, and Readiness



## WEEK 3

- Continuing in the LSS, take Prospecting, Discovery, and Serving
- Take Jared James' Negotiating - Becoming a Master Deal Maker
- Take Steve Harney's The Difference between a Real Estate Agent and a Secret Agent



## WEEK 4

- Take Steve Harney's Dealing with Difficult Sellers
- Take How to Be More Productive and Less Busy
- Continuing in the LSS, take Sales Story, Sales Navigation, and Communication

SALES  
SKILLS

SALES  
SKILLS

CERTIFICATIONS

## WEEK 5

- Completing the LSS, take Debrief, Commitment, and Loyalty
- Take The Outgoing Referral Part of Your Plan

CERTIFICATIONS

RELOCATION  
SKILLS

## WEEK 6

- Take Recognize Opportunities
- Take Matthew Ferrara's Social Media Strategy 101
- Matthew Ferrara's Social Media Strategy 102
- Take Jared James' Building Your Lead Machine Using Core 100

RELOCATION  
SKILLS

MARKETING  
SKILLS

MARKETING  
SKILLS

SALES  
SKILLS

Visit the Institute 2.0 Library for additional resources to help build your business and the CE Shop site for online CE courses (currently available in all states except MA and WI). Institute 2.0 gives you access to your company-branded CE Shop page where you can access courses affordably for CE. Simply click on the link and create an account to enroll in continuing education courses.

To further enhance your skills, take additional courses in the Institute 2.0 Service Certification Series, which can be found in "Certifications" and include the following topics:

LeadingRE Service Expert Certification (LSE): Customer Expectations, Great Service, Gratitude, Communication, Active Listening, Angry Customers, Find Opportunity, Accountable, Thoughts & Actions, Dynamic Service, Internal Customer, Make a Difference