

New Sales Associates Syllabus

(Also available to Leaders)

If you are a relative new-comer to the industry or your company, you will find the resources you need to support your success in Institute 2.0.

WEEK 1

- Take LeadingRE Value Proposition for Sales Associates
- Take How to be More Productive and Less Busy
- Take Developing Your Online Persona
- Take Jared James' Lead Management for Sales Associates

SALES
SKILLS

SALES
SKILLS

TECHNOLOGY
SKILLS

SALES
SKILLS

WEEK 2

- Take Matthew Ferrara's Tech Tips – Uploading a Video to YouTube
- Take Sourcing Valuable Content
- Take Steve Harney's Presentation Basics
- Take Open House ROI: Introduction

TECHNOLOGY
SKILLS

SALES
SKILLS

SALES
SKILLS

SALES
SKILLS

WEEK 3

- Take Marketing to Baby Boomers
- Take Marketing to Seniors
- Take Marketing to Generation Y
- Take Marketing to Generation X

MARKETING
SKILLS

MARKETING
SKILLS

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SKILLS

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WEEK 4

- Enroll in the LeadingRE Sales Specialist (LSS) Certification
- Take Branding, Strategy Development, Readiness, and Prospecting in the LeadingRE Sales Specialist (LSS) Certification

CERTIFICATIONS

SALES SKILLS

WEEK 5

- Continuing in the LSS, take Discovery, Serving, and Sales Story
- Take Introduction to REO's and Relocation Orientation
- Take Open House ROI: Preparation

CERTIFICATIONS

RELOCATION SKILLS

SALES SKILLS

WEEK 6

- Continuing in the LSS, take Sales Navigation, Communication, and Debrief
- Take Profitable Buyer Representation
- Take Working with FSBO's

CERTIFICATIONS

SALES SKILLS

MARKETING SKILLS

WEEK 7

- Completing the LSS, take Commitment, and Loyalty
- Take Matthew Ferrara's Tech Tips – Backing Up Files
- Take Matthew Ferrara's Social Media Strategies 101

CERTIFICATIONS

TECHNOLOGY SKILLS

TECHNOLOGY SKILLS

WEEK 8

- Take Steve Harney's Pricing Properties
- Take Developing Personal Referrals: A Cornerstone of Your Business Plan
- Take Matthew Ferrara's Top Ten Smart Phone Must Haves

SALES
SKILLS

SALES
SKILLS

TECHNOLOGY
SKILLS

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

Also, 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.