

**Want to be one of the Top Producing Agents in Real Estate?**  
**Eliminate up to five years off your learning and skill development curves?**

Here's how!

**CIRQUE DU SALES . . .**

~ Comprehensive, accelerated, training, education and skill development - designed to assist Agents in all aspects of business - form, structure, development and growth, as well as the "art" of presentation - polished and professional, including a unique and new "to the market" presentation product, exclusive to Cirque Du Sales - giving Agents substantial and professional "mastery" to achieve - generating higher production volume - excelling - taking Agents to their chosen pinnacle of achievement ~

*Real Estate . . .*

*The toughest job you'll ever love!*

**~ THE MAIN ATTRACTION ~**

**\* \* PEAK-PERFORMANCE SALES & LEADERSHIP TRAINING \* \***



**Full Course Outline:**

**Module 1:**

Understanding success . . . Business ~ Marketing ~ Technology

- what's necessary to compete in today's complex world of business

Business Building Blocks

Organizational Chart - the components, composition and description of an Agent's job

- vital in the development of systems and growth of one's business

What's your BIG WHY???

Create YOUR vision / your dream

Goal Achievement - Strategic Plans for business and life

- how to: identify, define and achieve ambitions, business and income goals

- each interfacing and complimenting the other

Build a Mission Statement - the engine of a business

## Module 2:

Preparing YOU for Success - understanding and attracting success and abundance in all areas of  
of one's life

Beliefs, Convictions, Paradigms

Self-Management Systems:

Self-Mastery ~ Time-Mastery ~ the "art" of acquiring more hours in one's day

Real Estate Formula for Success!

Be a STAND OUT amongst the "sea of Agents"

Your GOLDEN GOOSE - a high-response Contact Management System

Blueprint for Selling - a Business Prototype - built, accelerated and sustained through systems

## Module 3:

"What's YOUR Billboard" - Branding & Marketing

"Niches to Riches" - should you specialize your business - pros & cons

Blazing YOUR Train of Success

From Ordinary to Extraordinary

Selling "MASTERY" - "secrets" to being the "best"

The unlimited potential in sales

The unseen POWER OF SELLING

## Module 4:

Listings are STILL the "name of the game"

- get the listing every time

- become a top listing Agent

"CUSTOM MARKETING PLAN" - unique, powerful listing and marketing tool.

Market analysis and "polished" presentations - that get the listing every time

Product versus Commodity - know what you're selling

Servicing the Client/Seller relationship and the listing

"The Journey to Closing" . . . a Seller's checklist

Guiding Sellers through the offer and transaction process

"Staging" - your professional advantage

Specializing in the "high-end" market

- how to attract, market and service

"SHOW TIME"

Marketing, Advertising and Technology to showcase your listing

OPEN HOUSES - POTS OF GOLD - how to use them to grow your business

## Module 5:

Working with Buyers ~ Become Buyer's Agent of "choice"

- the interview process ~ know your Buyer

"The Journey to Closing" . . . a Buyer's checklist

Showing properties, including safety

Guiding Buyers through the offer and transaction process

#### Module 6:

Show & Tell "YOU"  
Positioning YOUR market advantage  
Re-investing in YOUR business  
"Return-on-Equity" ~ build a profit business  
Technology - Search Engine Optimization - the power of technology - your web presence  
YOUR web site is your store front  
Automating your business  
"After Sale" bonding

#### Module 7:

Building a business "organization"  
Building and development of "systems" - for easier growth and management  
1-1=3 - Are you ready for a team  
- Should you have a team  
- Pros and cons of teams  
- Should create and maintain profit center - not a loss  
Effective Community Leaders  
Reaching the pinnacle of YOUR achievement  
Rising out of the lower tiers of production and income  
Excelling in an adjusting market

#### Module 8:

Build a "systems" dependent business - not people dependent  
Discover YOUR potential for success and achievement  
Handling and balancing self, family, friends and business  
Traits of High Achievers -  
Purposeful ~ Focused ~ Self-Managed ~ Continually Educates ~ Develops Skills

## "EAT COTTEN CANDY EVERY DAY"

### Included in "THE MAIN ATTRACTION" . . .

- \* Approximately thirty hours of accelerated training - consisting of eight modules
- \* "Speciality" Trainers
- \* Two, one-on-one, half-hour, personal coaching sessions  
- validated within 30-days of completion of "THE MAIN ATTRACTION"
- \* Copy of "SALES ENCYCLOPEDIA" ~ authored by one of "Speciality" Trainers

