



*Re/Max Acclaimed Realty  
Commercial Division  
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# *RE/Max Acclaimed Realty Commercial Division Commercial Sales, Lead Generation, & Marketing Training Program*

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*Re/Max Acclaimed Realty Commercial Division Offers To Its New Commercial Agents An Extensive Career Path Training Program.*

## *Introduction*

- How to model success.
- What to focus on in order to build a great career in commercial real estate.

## *Lesson 1:*

- How to manage your emotions so that you are more consistently full of energy.
- The value of focusing in on one expertise or "Area of Responsibility"
- How to build a large number of prospects within your "Area of Responsibility"
- How to cold call effectively.

## *Lesson 2:*

- The value of building a database of contacts.
- How to set up a leads group that provides you with inside information about what's happening in your "Area of Responsibility".
- How to set up multiple ways to contact ideal prospects.
- A great goal setting session.

## *Lesson 3:*

- How to systematize your lead generation efforts.
- The fundamentals of a great business plan.
- The importance of tracking activity and testing new approaches.
- How to effectively use networking events to generate leads.
- How to use the internet to generate leads and support your marketing efforts.
- How to create a plan that will help you achieve each goal you've set.

## *Lesson 4:*

- Where to find properties to list and how to set listing appointments.
- The psychology of influence and sales -- why people say yes.
- Fundamentals of time management.

## *Lesson 5:*

- How to build rapport with anyone you meet.
- How to do a great listing presentation.
- How to maintain a sense of flow in your business.



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**Lesson 6:**

- How to control what you focus on daily.
- The art of effective questions.
- The fundamentals of tenant representation.

**Lesson 7:**

- How to be a great tenant representative.
- Ways to create interest.
- How to write great direct mail pieces and advertisements.

**Lesson 8:**

- How to eliminate beliefs that stop you from performing at your best.
- The art of probing and qualifying.
- How to determine the decision making process of each of your clients.
- How to value a property or space.

**Lesson 9:**

- How to eliminate objections before they happen.
- How to set the stage for a great presentation.
- All about letters of intent.

**Lesson 10:**

- The keys to a great presentation.
- How to build loyalty and commitment amongst your clients.
- How to test close.

**Lesson 11:**

- The steps to handling any objection effectively.
- How to understand leasing documents.
- How to increase your own level of commitment.

**Lesson 12:**

- How to negotiate effectively.
- How to close the sale.
- The art of getting referrals.

**Lesson 13:**

- How to handle property sales.
- How to handle big deals.
- Ways to maintain contact with your clients