



*"Experience. The Difference!"*

# *FASTTRAC*

## Real Estate Sales Training System

### PROGRAM MANUAL

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**REAL ESTATE  
TRAINING, INSTITUTE, INC.**

*“Experience. The Difference!”*

## ***FAStTRAC***

*“Learning to Work Smarter...Not Just Harder”*

### **An Eight (8) Session Training System**

**Designed To Enhance *New And Underachieving Agent*  
Awareness/Efficiency/Effectiveness/Control/Productivity**

### **Session Topics**

*Goal Setting and Time Management /Proactive*

*Prospecting Strategies: Just Listed and Just Solds, For Sale By Owners,  
Expires, Networking and Target Marketing/ Building A Referral-Based Business/  
Structuring and Controlling the Marketing(Listing) Presentation/ The Four (4) Phases  
of the Marketing (Listing) Presentation/ Establishing Your ‘Points of Difference’,*

*Confirming the Listing and Conducting the ‘Exit Interview’/*

*Controlling the Pricing Strategy/ Using Visuals to Upgrade Communications/*

*How and When to Introduce the CMA/The ‘Lie or Level Technique’/*

*The Six (6) Step Strategy for Handling Objections/ The Most Common Objections  
and How to Address Them/Structuring a Proactive ‘Lifestyle’ Marketing Plan and*

*How and When to Introduce It/How to Improve Performance By*

*Utilizing a Twelve (12) Step Strategy For Controlling the Incoming Call  
and Closing for the Appointment/How to Evaluate the Buyer’s Potential*

*By Utilizing A ‘Prospect Needs Analysis’ /How to Secure and Present the Offer/*

*Professional Closing Techniques/Negotiating Strategies and*

*Tactics/Coordinating Contract-to-Close.*

**Program Content May Vary at Discretion of Trainer**

# MODULE 1

## UNDERSTANDING REAL ESTATE BROKERAGE GOAL SETTING TIME MANAGEMENT

After completing this module you should be able to explain:

1. The Basic Requirements for Survival and Success
2. The Importance of Knowledge, Skills and Attitude
3. The Difference Between a Reactive and Proactive Attitude
4. 'How To' Measure Production and Identify the Key Production Variables
5. The Road to Success: A 12 Part Journey
6. The Relevance of Awareness, Control and Commitment
7. The Difference Between Goals and Wishes
8. Why Agents Need to Set Goals
9. 'How To' Establish and Achieve Goals
10. The Benefits of Effective Time Management
11. The Four (4) Kinds of 'Work' Time
12. 'How To' Establish an Effective Time Management Plan
13. 'How To' Avoid the Time Robbers
14. The Five (5) Part Formula for Listing and Sales Success
15. The Eight (8) Part Formula for Personal Skills

# MODULE 2

## **PRIORITIZED PROSPECTING** **For-Sale-By-Owners** **Expired Listings** **Just Listed/Just Sold** **Target Marketing/Networking**

**After completing this module you should be able to explain:**

1. **The Significance of the Daily Prospecting Funnel**
2. **What a Business Card is Worth**
3. **Why Agents Need to Prospect**
4. **Why Agents Don't Prospect**
5. **The Significance of 'Me Incorporated'**
6. **Why Some Sellers Choose to Become For-Sale-By-Owners**
7. **25 Ways to Successfully Work For-Sale-By-Owners**
8. **Questions You Need to Ask the For-Sale-By-Owner**
9. **Dialogue For Approaching FSBOs Face-To-Face**
10. **For-Sale-By-Owner Survey**
11. **Keys to Remember When Working For-Sale-By-Owners**
12. **Why Listings 'Expire': The Twelve (12) Most Common Reasons**
13. **'How To' Effectively Work 'Expired' Listings**
14. **Eight (8) Possible Responses From An 'Expired'**
15. **The Expired Questionnaire**
16. **The Marketability Checklist**
17. **Just Listed/Just Sold and Open House Postcards Phone Follow-Up Dialogue**
18. **Target Marketing/Networking**
19. **Eight (8) Steps Toward Effective Direct Mail**

# MODULE 3

## HANDLING TELEPHONE INQUIRIES

After completing this module you should be able to explain:

1. Explain the 'Facts' about 'Floor Time'
2. Recall the Agent's Objectives in Handling Inquiries
3. Remember the Caller's Objectives
4. Explain the Difference in the Agent's Objectives and Caller's Objectives
5. Recall 'How To' Get Ready for 'Opportunity Time'
6. The Most Common Mistakes Made on the Telephone
7. 'How To' Communicate More Effectively Over the Phone
8. Utilize the Five (5) Step Technique for Controlling the Telephone Inquiry
9. Understanding Why You Want the Caller to 'Come To The Office'
10. Remember the Dialogue to be Used When Handling Incoming Calls
11. Utilize the Four (4) Step Technique to Get the Appointment
12. Remember the Four (4) Ways to Avoid Giving Out the Address

# MODULE 4

## APPRAISING EVALUATING THE BUYER

After completing this module you should be able to explain:

1. Recall the Do's and don'ts when Appraising/Evaluating Buyers
2. Achieve the Objectives of the Face-to-Face Interview
3. Recall 'How To' Establish rapport and Take Control
4. Recall the 'Stock' Questions You Need Answered When Appraising/Evaluating Buyers
5. Recall 'How To' Successfully Ask Appraising/Evaluating Questions
6. Recall 'How To' Become a Better Listener
7. Use the Seven (7) Step strategy for Appraising/Evaluating the Buyer
8. Seven (7) Considerations Before Committing to work with Any Buyer
9. Twelve (12) Techniques for Reducing Liability
10. 'How To' Upgrade Your Perceived Value to the Buyer by Using a Pre-Buying Packet.

# MODULE 5

## STRUCTURING THE MARKETING PROPOSAL AND CONTROLLING THE MARKETING PRESENTATION

After completing this module you should be able to explain:

1. The Essentials of a 'Qualified' Marketing Presentation
2. What Do You Take with You on a 'Qualified Marketing Presentation
3. The 'Facts' about Listings!
4. The Four(4) Phases of a 'Qualified' Marketing Presentation
5. Phase 1: *The Approach*
6. 'How To' Explain *'How You Work'*
7. Phase 2: *Question and Inspection*
8. Questioning the Sellers. Eight (8) Steps to Follow
9. The Sellers' Needs Analysis. The Questions You Need to Ask.
10. A Checklist for Inspecting the Property
11. Phase 3: *Demonstration*
12. Phase 4: *Closing*
13. The Essentials of Effective Salespersonship

# MODULE 6

## DEVELOPING AN EFFECTIVE PRICING STRATEGY

**After completing this module you should be able to:**

1. Identify the Factors Which Influence The Pricing Strategy
2. Understand Why Sellers Overprice Their Property
3. Explain Why List Price is So Important
4. Explain the Benefits of a Realistic Pricing Strategy
5. Explain Why You Should Use a Competitive Market Analysis
6. Identify the Three (3) Perspectives of Value
7. Repeat the Dialogue for Developing an Effective Pricing Strategy
8. Know Additional Pricing Factors/Considerations
9. Know the Three (3) Categories of Comparables in the Competitive Market Analysis
10. Remember the 'Facts' about the Competitive Market Analysis
11. Know when to Introduce Competitive Market Analysis
12. Know the Eight (8) Things to Remember when Introducing and Using the Competitive Market Analysis
13. Repeat the Dialogue for Handling Seller Price Objections
14. Be Convincing Enough to Get the Right Price
15. Use the Six (6) 'Lie or Level' Technique

# MODULE 7

## OBJECTION HANDLING

After completing this module you should be able to:

1. Remember the Realities of Objection Handling
2. Distinguish a Condition for a Stall from an Objection
3. Define: A 'Real Objection'
4. Recall the Simple Formula for Successfully Handling Objections
5. Use a Seven (7) Step Technique for Handling Objections
6. Recall the Sellers' Most Common Objections
7. Recall the Buyers' Most Common Objections
8. Handle the Most Common Objections and Assemble the Visuals to Use
9. Recall Dialogue to Use When Addressing 18 Common Seller Objections

# MODULE 8

## DEVELOPING PROFESSIONAL CLOSING TECHNIQUES

### PRESENTING THE OFFER

### EFFECTIVE NEGOTIATING

After completing this module you should be able to:

1. Define What 'The Close' Is
2. Understand Why its Difficult for Some Salespeople to Close
3. Distinguish a 'Trail Close' from a 'Final Close'
4. Utilize the Question Close, the Summary Close, the Ben Franklin Close and the Narrative Close
5. Recall 'How To' Prepare to Present the Offer
6. Remember 'How To' Set the Appointment with the Listing Agent and Sellers to Present the Offer
7. Remember 'How To' Successfully Control the Presentation of the Offer
8. Recall 'How To' Prepare for Negotiation
9. Avoid High-Risk Negotiation Tactics
10. Utilize Low-Risk Negotiation Tactics
11. Recall the Do's and Don'ts when Writing Offers and Counter-Offer
12. Minimize Sales Failures

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# FIELD ASSIGNMENTS

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# RESOURCES

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**REPRINTS  
AND  
ARTICLES**

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# OBJECTION HANDLING VISUALS

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# BUYER REPRESENTATION INFORMATION

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**Planning And Holding  
An Effective**

**OPEN HOUSE**