

# Winners keep on winning



## JUST ABOUT ANYONE CAN HAVE A CHAMPIONSHIP YEAR... ONLY THE GREAT DO IT YEAR AFTER YEAR!



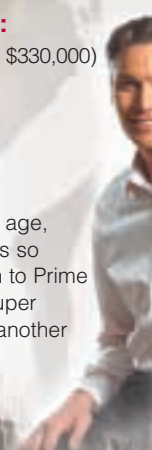
### Luke tackles the industry head on

Luke Fahy of Armidale First National in NSW attended *The Complete Salesperson Course* just two years ago when he first entered the industry. He had a shaky start, barely surviving his first 12 months until he was told to shape up or ship out. Soon after, the penny dropped: "if it's to be, it's up to me". Being close to losing his job, Luke faced a common but crucial decision – was he going to get real or get out? Luke knew what he should have been doing, but was just waiting for things to happen. However he decided to apply himself, with these outstanding results in the last year:

#### National Awards (for the First National Group):

- Diamond pin (\$497,000 worth of fees, average sale price of \$330,000)
- Highest percentage increase in sales – 225%
- Highest percentage increase in commission – 569%
- Second place – most number of sales in an office with three or fewer sales people (96 sales)

Luke has now proved himself, however at just 23 years of age, he needs to continue finessing his skills. This young guy is so committed that he travels for 5 hours every second month to Prime Training on the NSW Central Coast to participate in the Super Coach program. After a 4 hour session, he drives home (another 5 hours), all at his own expense. Now that's commitment!



### Mat maintains the performance

For the second consecutive year, Mat Steinwede of Raine & Horne Terrigal is number one salesperson in Australia for the company. Mat attended *The Complete Salesperson Course* just a few years ago, maintaining a high level of personal coaching to this day. When things get tough, Mat fights back by concentrating on the basics: focussing on the systems and actions that took him to the top.

Mat has embraced technology by installing *Complete Data*, the premier office operating system in the property industry. Mat also enjoys talking about his experiences through keynote presentations and workshop sessions. Enquiries and bookings available through Prime Training 02 4369 1620.



## Women make brilliant leaders

### Jan

Goetze of LJ Hooker, Cleveland (in Brisbane) has scaled the industry peaks, by becoming the most successful office in Australia for the LJ Hooker group. Her major achievement was that, with a normal sized team and an average sale price of just \$380,000, Jan won the award while competing with people selling properties worth millions. How did she do it?



From Lee's observations as a coach, Jan is a highly organised professional, who drives the business from its engine room. She has mastered the art of control through a systems approach. By creating a brilliant support team, Jan has ensured that the needs of sales people are always met. This creates a "no-excuse" environment which ensures performance. If results drop due to a lack of focus or ability, Jan has no hesitation in applying the tough love that is required to rectify the performance or to redirect a person's future.

Jan is a new client for Prime, after deciding to fly to Sydney with her business partner to review *The Complete Salesperson Course*. Prime met her expectations, and Jan advanced one step by engaging Lee Woodward to visit Cleveland every two months for in-house strategic training. The team has responded with enthusiasm to this program, with further growth now assured. Well done Jan, well done team.



## The Smith brothers take control

The latest *Hot Topic* to hit the air waves is the extraordinary story of

### Mark and Jason

Smith of Robert R Andrews, Blacktown, NSW. This amazing team has taken control of their area by completely changing their strategic direction. They have migrated their expenses system from "no sale, no charge" to 100% vendor-paid advertising. Now they are achieving outstanding results for their clients, with solid sale prices in an area that has previously not used quality marketing. When the market turned, this brilliant little team maintained 21 to 28 sales a month when competitors could barely break even.

Another major change was in record-keeping, with a radical move from cards to the digital program *Complete Data*. Each team member has embraced this new tool, along with Prime's listing system. They now work directly with Lee on a monthly training program, adapting incredibly well to this format. This is Australia's most productive team as, in a low fee area, they generate revenue matching the turnover of teams twice their size. The only difference is the profit: a pity you cannot bank turnover.

Jason Smith will be our guest speaker for the next few *Complete Salesperson Courses*, where he will show prospecting strategies that will make your jaw drop. The brothers are two outstanding young Australian business people who are role models for the industry. Congratulations on your efforts.

## Starting From Scratch:

### The Talk, The Audio, The System

In this inspiring 4-hour live session, leading agent Mat Steinwede of Raine & Horne Terrigal will share with you the entire system for starting soundly in the real estate industry. To succeed in sales, you will need a clear understanding of the basics, which are systems and actions. Mat knows how to keep a sharp focus.

Lee Woodward, national trainer and host of leading audio program, *Hot Topics*, says "Mats status as Australia's No. 1 Agent is due to his incredible ability to consistently focus on the basics". In this session you will learn

- The mindset of a winner
- To set realistic goals
- How to implement an ideal week
- To work a defined area
- Prospecting (what to send, what to say and when)
- Strategies for follow-up
- How to achieve balance, not burn-out
- Implementation of action plans

## Fantastic Bonus

Part of your investment will be returned in the form of a never-released audio CD featuring Mat and Lee in a recorded version of the session: this will be your permanent training record. The CD includes Mat's top 10 visual communications for prospecting: winning letters, flyers and his much-discussed pre-listing kit.

If you have just entered the industry or simply have never had a brilliant system to back up your past efforts, then *Starting from Scratch* is the course for you. Mat is currently Australia's No 1 salesperson in Raine & Horne. He is generating in excess of \$2.5m in annual fees, in an area where the average sale price is \$515,000. This is definitely a session you cannot afford to miss.

**Investment: \$395.**

**Dates:**

**NSW – 10th November 04**

**VIC – 9th February 05**

**QLD – 9th March 05**

**Call Mel on 02 4369 1620**





## The Changed State of the Property Market Demands a New Focus

Prime's premier two day learning experience, *The Complete Salesperson Course*, has evolved through 48 changes to adapt to the current market. Recent challenges have led to a new edition of the manual, focussing on managing vendor expectations (through price adjustments) and buyer management (including extraction of offers). Prospecting, listing presentations, time management and business plans are still featured.

If you need to refocus your activities or recharge your batteries, join like-minded professionals who are also committed to continuous improvement. Over two days you will completely change your thinking and remove blockages to your success. The Complete Salesperson Course is Australia's No.1 sales experience: it is also the only course of its type that is available each month.

**Investment: \$895.00**  
**PLEASE NOTE: if you have previously attended this course, you can now return at our special rate of \$695.00**  
**Call Mel on 02 4369 1620**

## Are you our next Hot Topic?

Just like Australian Idol, the producers of *Hot Topics* are hunting for rising stars to appear in *Series 4*. Recording has already started, as selected Australian and International speakers hit the studio.



**We are very excited about *Hot Topics 4*, as it will present the best information and interviews ever. Since its inception, the program has grown into Australia's hottest monthly audio coaching program. If you or a colleague feel you have achieved outstanding results and would like to be interviewed, please email [robyn@primetraining.com.au](mailto:robyn@primetraining.com.au). *Hot Topics 4* is due for release in late September: subscribe now by phoning 02 4369 1620.**



## Lee's 10 point plan for success in a testing market

1. Be selective about the properties you could list, with a clear idea about the criteria for an ideal client. When you list a property, you have incurred an expense without yet generating any revenue. An ideal listing must be saleable, with vendor-paid advertising.
2. Understand what you mean by "achievement". If you are distracted or engage in office gossip, you are not focussing on your key performance indicators (KPI's). You cannot afford this: undertake only those activities that achieve your goals. Right now is the perfect time to review and amend your business plan, so as to realign your priorities and actions. Document the facts, rather than leaving them open to interpretation.
3. Follow a "daily success diet", eg complete 35 strategic tasks, meet 2 buyers, call 4 vendors to discuss progress, and make a minimum of 1 listing appointment. Discuss price adjustments during every possible call. Trust the strategy, follow your plan.
4. Maintain high levels of contact with past clients. The key to this business is relationships. Write a Christmas card for every person you have contact with (but do not send it yet).
5. Learn the scripts that activate sales and know the answers to buyers' questions. Don't just show people properties: advise them to buy (listen to *Hot Topics* on this).
6. Undertake training. Stay focused on the actions that bring results. Team up with someone who will practice role playing with you, during these difficult times. Tap into your hunger for results, education, knowledge and systems.
7. Be active rather than complaining about what surrounds you. Stop living your life seeking others' approval: be who you really are. Remain focused on the basic actions: prospecting, listing, negotiating and selling.
8. Take time out each week to plan and to reassess your position. Monitor your KPIs. Discipline yourself into action.
9. Contribute to everyone around you and watch the returns. Fight no-one: be part of the positive energy flow. Avoid belittling others or feeding destructive conversations.
10. Make a decision to be a winner in what can be a great market. If you need an inspirational boost, show you are serious about your career by attending *The Complete Salesperson Course* with other serious professionals. Whatever blocks you will become a training issue, but anticipate that with coaching your career will start to move.



## Certificate of Registration course runs monthly

Prime are pleased to announce that respected trainer, Deborah Gersbach, will be delivering the *Certificate of Registration* course in the last week of each month, at Prime's premises in Kincumber on the NSW Central Coast. Call Mel for bookings on 02 4369 1620.



## Support report

Over the last 3 months I have had the pleasure of training some of the vital support people operating behind the scenes in some of Australia's fastest-growing companies. The backbone of any successful real estate team is the support staff (receptionist, sales secretaries and personal assistants). These dedicated people are expected to function at optimum levels, yet they receive very little training. *The Complete PA Course* brings harmony and productivity to people who want structure and direction in their work. This single session focuses on:

1. How to structure an ideal week
2. Confirm your position description and associated procedures
3. Correct business etiquette and dress codes
4. Effective administration through email strategies
5. Rules of relationships
6. The importance of reporting

The course runs every month, with in-house sessions on request.

**Investment: \$295.00**  
**Call Mel on 02 4369 1620**



## Complete Data

Australia's leading custom software for real estate management continues to evolve. The number of users is growing rapidly, as offices in New South Wales, Victoria, Western Australia, Tasmania, South Australia, Queensland and now New Zealand all discover the benefits of systemisation.

A new development in *Complete Data* is the Control Centre. This single screen highlights the six key revenue-raising areas: buyers, vendors, current listings, scheduled tasks, messages and enquiries. As the ultimate summary for salespeople, the Control Centre avoids the need to navigate around all of *Complete Data*. It is perfect for those sales people who just want a snap shot rather than spending all day in front of the screen. The Control Centre is designed to give sales people a quick summary of key contacts and tasks, for action right now. A single click will retrieve further information about a contact or a task, or allow a switch between a list of buyers, vendors or messages.

This dynamic software bridges the gap between sales skills and technology: a brilliant tool that delivers structure amid detail and conflicting priorities. Call today for your free demo version, complete with Lee Woodward's audio CD explaining the benefits and strategies of databases. Please note that *Complete Data* is only recommended for dedicated professionals.

**For any further information or enquiries on Complete Data call June on (02) 4369 1620**



## Super Coaching Program

### Challenged?

Are you a real estate salesperson who wants to advance your career? Do the sales people around you have less dedication and commitment than you, or do they have the same desire to advance their sales career? Do you feel that you have reached a roadblock in your potential?

Feeling unsupported or blocked happens when your ability is not being challenged within your current environment.

### Solution

In the past, Lee Woodward has conducted one-on-one coaching to fulfil the needs of dedicated individuals. However, we now recommend that you surround yourself with like-minded professionals who share the same vision, within a small "mastermind" group. As a result, the *Prime Super Coaching Program* now offers six sessions, one every second month for a total of 12 months. This encourages information retention as well as valuable interaction between the program's participants. Expect steady progress, as it takes time for individuals to master the role of a super real estate sales professional.

A major benefit of *The Super Coaching Program* is the opportunity to brainstorm and to roleplay with others who are facing the same challenges as you. In addition, guest speakers feature in some sessions, sharing their own valuable experiences.

**Investment:**  
**\$500.00 per bi-monthly session**  
**Next session:**  
**NSW – 5th October 04**  
**VIC – 19th January 05**  
**Please note that *The Super Coaching Program* is only open to people who have attended *The Complete Salesperson Course*.**



## The Complete Sales Management Course

The insight Lee has gained from his experience from dealing with many types of agencies has inspired him to construct a sales management course that is the first of its kind in this country. What topics will be covered in this course? Lee will address all aspects of sales management, including associated systems, within a discussion format. Your questions about employment and management of staff will be answered. Every session covers in full, the topics listed below, giving you the leadership skills to establish and maintain the results you want.

Session topics :

1. Operations and foundations
2. Revenue and budgets
3. Training and development
4. Strategic marketing
5. Monitoring
6. Recruiting and retaining staff.

**ANOTHER SELL OUT COURSE!**  
**Call Mel on 02 4369 1620 about Prime's next management course opportunity.**

# Prime

training systems & services

**Tel: (02) 4369 1620**  
**Fax: (02) 9225 9477**

Shop 8, 34 Avoca Drive  
Kincumber NSW 2251  
E:sales@primetraining.com.au  
www.primetraining.com.au

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