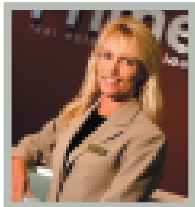


Swim your own race

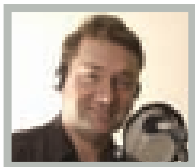
prime events news jan 05



Robyn's Support Report.

Many agents are now wanting to employ a personal assistant, yet feel challenged on the specifics of the job they actually want done. Each month we offer you the opportunity to have your PA attend The Complete Personal Assistant course. In this four-hour session, delegates will achieve a full understanding of their position description, reporting duties and key performance indicators. One major benefit of The Complete PA Course is the opportunity to brain-storm with others in similar support roles. In addition, guest speaker Lee Woodward shares valuable information gained from coaching salespeople with assistants.

Call Robyn: (02) 4369 1620 or email: sales@primetraining.com.au



Lee's comment - The trained keep on thriving

Hundreds of salespeople have left the industry to pursue a career in other selling fields. Yet the trained, dedicated professionals of real estate are still moving forward and achieving great results. So the big question is: are you thriving or just surviving? If you need help, take some corrective action and receive the motivation and strategies of Australia's best thinking real estate professionals at The Complete Salesperson Course. The only 2-day experience that provides you with every solution you need to thrive in these challenging times.

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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Complete Data Individual allows agents to take control of their business



Its time to get organized through software

What Complete Data Can Do For You

Are you a real estate agent with a burning desire to move forward with your career, yet find yourself blocked by other people who do not share your vision of order and organization?

Are you tired of the same conversations with management and team members about what is required and expected within the workplace?

Do you have the ability to run a brilliant business within the infrastructure of a company yet do not know the best way to activate your business operating system?

If so, it could be time to go it alone. This means getting you and your system right so that you can start delivering an outstanding, professional service.

The Complete Data program is Australia's only custom built software solution that has been designed and built by real estate sales trainer Lee Woodward. Complete Data is already driving some of Australia's greatest real estate businesses.

Complete Data Individual (CDI) delivers you this same opportunity to get organized and become the salesperson you are capable of becoming.

CDI provides you with the following systems and strategies:

- Contacts
- SMS, Email & Letters
- Listings
- Scheduled Tasks
- Inspections
- Appraisals
- Ideal week
- Letters
- Trails
- Results
- Support
- Goals
- Reporting

Free software demonstrations

Date: 9th February, 2005

Venue: The Como Hotel, Chappell St, Melbourne, VIC.

Time: 5.15pm – 6.30pm. Bookings essential!

Date: 9th March, 2005

Venue: The Sheraton, Turbot St, Brisbane, QLD.

Time: 1.15pm – 2.30pm. Bookings essential!

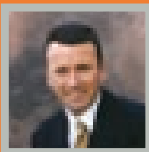
Enquiries contact June Newman today on:
(02) 4369 1620 or june@primetraining.com.au

Hot News:

Lee & John are back in the studio. Hot Topics Series 4 out now. Subscribe today! (02) 4369 1620 or email sales@primetraining.com.au



Hot Topic this month: Running your Business. Special Interview with Richard Robbins.



Guest Speaker:



This months special guest at The Complete Salesperson Course, Luke Fahy (previously on Hot Topics). Topic – Turning it Around.

Special Announcements:



Mat Steinwede. Can we tempt you to spend 4 hours with Australia's No 1 real estate salesperson to discuss: -

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



This session is having rave reviews around Australia, as it is no ordinary presentation.

As part of your investment you will receive a studio interview with Mat and Hot Topics host, Lee Woodward. Also on the disk is a copy of all Mat's discussed visual communications, including pre-listing kits, letterbox drops and reports.

Date: Wed 9th February, 2005
Venue: The Como Hotel, Melbourne, VIC.
Time: 1pm-5pm

Date: Wed 9th March 2005
Venue: The Sheraton, Brisbane QLD
Time: 9am-1pm

Investment: \$395.00

Call: (02) 4369 1620, or email: sales@primetraining.com.au

The Ultimate Gift is Knowledge

HAVE YOU ATTENDED THE COMPLETE SALESPERSON COURSE?

Course Objective

The Complete Salesperson Course is designed to instruct you on how to operate as a business professional within company infrastructure. We share with you our extensive research, knowledge and proven strategies for success in the areas of sales and leadership. Many principals and sales staff make a point of attending the course every 12 months, with a view of fine-tuning their skills and knowledge to keep pace with industry developments. Over the two days there are many opportunities to interact with other salespeople who have similar goals and objectives.

Guest speakers

In addition to sharing our own experience and strategies, we invite specialist speakers to discuss their success with a view of providing a balanced intake of knowledge.

Course Content

The course is structured to cover the six major components of the real estate industry. We target existing strengths and build on those strengths by learning, practicing and mastering

advanced skills. This advanced training will stimulate your thinking and fast track your success.

Session Topics

1. Prospecting and Marketing
2. Buyer Management and Negotiation
3. Advanced Listing Strategies and Closing
4. Managing Vendor Expectations
5. Time & Task Management
6. Working to a Business Plan

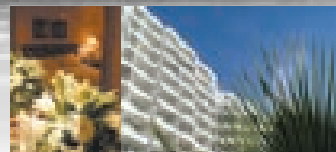
Summary

We guarantee the two days will be an outstanding and rewarding milestone in your career development. Our ultimate aim as trainers is to provide the highest level of industry knowledge, which if applied becomes the cornerstone of any true business professional.

Start this year like you mean it.

January Early Bird Special:

Register before 12th January 2005 for this course and go into the draw to win one nights accommodation for 27th Jan '05.



Please note: By public demand The Complete Salesperson Course has been permanently located to the Novotel at Brighton Beach NSW (just minutes from Sydney airport)

For details contact:
Meloney (02) 4369 1620 or meloney@primetraining.com.au

The Complete Real Estate Business Conference

The Complete Real Estate Business Conference has arrived. After many years of study and observation of the real estate industry leading Sales Coach, Lee Woodward, is proud to present a Business Conference that has been developed to address the fundamental needs of Real Estate Agency Principals, Sales Managers and Property Managers in the ever changing business of Real Estate. The conference content is a collaboration of systems and strategies from Prime Training and corporate business consultants Human Equity.

The Human Equity team, since 2000, has provided consulting and advisory services to a diverse range of businesses, including Real Estate and Property

Development, with dramatic improvements in clarity of vision and objectives, followed by a well directed and motivated team. (www.humanequity.com.au)

The Business Conference Modules, have been developed to cover the needs of a successful, growing business and include;

- **Marketing**
- **Sales**
- **Operations**
- **Finance & Administration**
- **Infrastructure**
- **People (Retaining & Recruiting)**
- **Innovation & Development**
- **Key Performance Indicators**

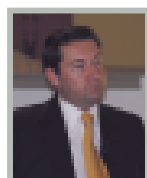
The Conference provides a guide to current status and as equally important, establishes which are the most pressing issues to be addressed and who is best to address those issues.

Lee & David have leveraged and consolidated their knowledge to deliver you this incredible management experience.

A conference of immense importance for Agency Principals, Sales Managers and Property Managers who have been successful to date yet recognise that accelerated learning will provide dramatic results for their business and their teams in the shortest possible time.

For full conference details and brochure contact Mel at Prime. meloney@primetraining.com.au

Super Coach starts in Victoria



For those who have attended 'The Complete Salesperson Course' consider Prime's 'Super Coach'. These sessions are an ongoing coaching program for the dedicated professional wishing to sustain their performance. The program runs

bi-monthly over 12 months, with each four (4) hour session covering all the key components of the real estate sales industry that are relevant to the market at that time.

These sessions have a heavy focus on coaching while maintaining a discussion type format that provides all attendees the opportunity to interact with like minded professionals.

First session in Victoria starts 19th January, 2005. Boardroom presentation – limited seating. Contact Mel at Prime to register.