

Coldwell Banker Virtual Training Calendar – May 2020

Monday	Tuesday	Wednesday	Thursday	Friday
				May 1, 2020 10am: 7 Negotiation Skills That Will Change Your Business 2pm: The Ultimate Listing Presentation
May 4, 2020 10am: Lights, Camera, STAGING 2pm: Turn1 Listing into 4 Transactions 3pm: Zap Converting Contacts Into Clients 7pm: 7 Negotiation Skills That Will Change Your Business	May 5, 2020 10am: The Ultimate Listing Presentation 2pm: LeadGen SOI (90 mins) 3pm: Essential Zap Set-Up 7pm: Buyers Are NOT Liars	May 6, 2020 10am: Finding Sellers in a Low Inventory Market 2pm: The Ultimate Listing Presentation 3pm: Zap Use the Contact Profile to Track & Transact 7pm: Lights, Camera, STAGING	May 7, 2020 10am: The Forgotten Funnel 2pm: Education Expo 3pm: Driving Traffic to Your Zap Website 7pm: Your #1 Resources for Lead Generation	May 8, 2020 10am: The Forgotten Funnel
May 11, 2020 10am: The Ultimate Guide to Rocking Objections 2pm: Your #1 Resource for Lead Gen 2:30pm: AMP! (four weeks) 7pm: Buyers Are NOT Liars	May 12, 2020 10:30am: LeadGen SOI (90 mins) 2pm: The Ultimate Guide to Rocking Objections 7pm: Turn 1 Listing into Four Transactions	May 13, 2020 10am: Building a Team 2pm: Priority Management & Goal Setting 7pm: Your #1 Resource for Lead Gen	May 14, 2020 10am: Priority Management & Goal Setting 2pm: Expo 7pm: The Ultimate Guide to Rocking Objections	May 15, 2020 10am: The 7 Negotiation Skills That Will Change Your Business 1pm: How to Create a Facebook Business Page and Why It's Important

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May 18, 2020 10am: Turn 1 Listing into 4 Transactions 2pm: The 7 Negotiations Skills That Will Change Your Business 7pm: The Ultimate Listing Presentation	May 19, 2020 10am: Buyers are NOT Liars 2pm: LeadGen SOI (90 mins) 7pm: Finding Sellers in a Low Inventory Market	May 20, 2020 10am: The Forgotten Funnel 12:30pm: Social Ad Engine Creating Effective Awareness Campaigns 2pm: Buyers are NOT Liars 7pm: Lights, Camera, STAGING	May 21, 2020 10am: Your #1 Resource for Lead Gen 2pm: Expo 7pm: The Ultimate Guide to Rocking Objections	May 22, 2020 10am: Your #1 Resource for Lead Gen 1pm: Overview of the Facebook Ad Platform and How It Can Help Drive Your Business
May 25, 2020	May 26, 2020 10:30am: LeadGen SOI (90 mins) 2pm: Building a Team 7pm: Priority Management & Goal Setting	May 27, 2020 10am: The 7 Negotiation Skills That Will Change Your Business 2pm: TMAP 7pm: The Ultimate Listing Presentation	May 28, 2020 10am: Priority Management & Goal Setting 2pm: Expo 7pm: Buyers are NOT Liars	May 29, 2020 10am: Lights, Camera, STAGING 1pm: Best Practices for Running Facebook Ads

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Course	Description *all courses are 60 minutes, except where noted
The Ultimate Listing Presentation	It's your time to shine! In this workshop, you will build a Listing Presentation that defies mediocrity by promoting your professionalism and highlighting the marketing and pricing strategies that win the listing every time.
Buyers Are NOT Liars	Stop hauling your buyers around while hoping they are going to buy! The key to saving time with buyers is a deep understanding of their DNA - Desire, Need, and Ability to pay. Learn to set up the ultimate buyer consultation that will get them into their dream house faster.
The Forgotten Funnel: 4 Steps to a Fruitful farm	You've worked hard to establish business in a farm, now are you ready to reap what you have sown? Learn the 4 simple steps in the Farming Funnel that will take them all the way from awareness to closing!
Your #1 Resource For Lead Generation (SOI)	The results are in! Conversion rates for Sphere of Influence are higher than other sources. Learn to generate more leads through existing relationships and increase future business through referrals by focusing on simple and effective SOI lead generation techniques.
The Ultimate Guide to Rocking Objections	There are two ways to handle objections - wait for it and respond with a script or prevent them before they happen. Learn how to master each approach effectively.
Listing Alchemy: Turning one listing in to 4 transactions	Maximize your precious time by turning every single listing into multiple transactions. By leveraging easy techniques like identifying buyers, targeting your Open House invitations, and circle prospecting around the property, you can make more money from your listings and have more time to enjoy it!
The 7 Negotiation Skills That Will Change Your Business: 60 Minutes	Are negotiators born or made? Many people believe you either got it or you don't - but it is a skill you can study and master! You'll leave with 7 game changing skills to negotiate with power and confidence
Priority Management & Goal Setting	You have likely been through a process of time blocking and failing ... and you may have blamed yourself for not succeeding. But good news: it's not your fault. Time Management doesn't work because you can't manage time, but you can manage your priorities. Discover the keys to designing a priority management system.
Finding Sellers in a Low Inventory Market	Abundance is everywhere if you know where to look and how to go after the business. Be ready to write down tips, techniques and action items for going after listings to schedule appointments, go for the close and seal the deal.
Lights, Camera, STAGING	Essential but not obvious, these tips for prepping a home for photography, staging and attracting the most buyers are designed to position the property in the most advantageous light.
Building a Team	When you have more buyers, listings, and leads than you can handle, its time to start building a team. Learn to set your goals, and then identify the activities, systems, and people you'll need to have in place in order to reach those goals.
LeadGen SOI: 90 Minutes	Top agents have a lead-generation system and spend time on it every single day. Cultivating a SOI is the most significant lead-generation source for every agent and is estimated to be more profitable than any other form of prospecting.
AMP!: 3x/Week for Four Weeks	Achieve Maximum Productivity is productivity training that is boosting the effectiveness of agents nationwide. Participants focus on the critical activities proven to build skills and deliver sustainable results.

Looking for more training that you can do on your own time? Check out our 12 self-paced learning courses on the CBU Learning Center – [Client for Life](#), [Pre-Listing Packet](#), [Sphere of Influence](#), [Hotsheet](#), [REALationship Builder Campaigns](#), [Creating Habits](#), [My Best. Day. Ever](#), [Practice CMA](#), [Develop Your Value Proposition](#), [Farming Factors](#), [Listing Presentation Starter Kit](#), and [Social Ad Engine](#).