

THE ULTIMATE REAL ESTATE TRAINER'S GUIDE

- Master the latest, most effective presentation skills to 'wow' your audiences
- Handle the most challenging situations and people with ease
- Banish stage fright and gain confidence in front of audiences
- Create a professional, effective training workshop in 15 minutes and get great reviews
- Leverage your training to increase production and recruit winners
- The big picture: Create a whole training program to compete with *anybody*



CARLA
CROSS
SEMINARS, INC.



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About Your Resource Creator, Carla Cross

Carla Cross, CRB, MA, has shared her systems for peak to hundreds of thousands of real estate professionals internationally. As a former National Realtor Educator of the Year, Washington Educator of the Year, and master level CRB instructor, Carla brings to your course over 30 years of study, practice, and coaching at the highest presentation/instructor levels. Her long-term membership in the National Speakers' Association speaks further to her dedication to excellence in speaking and facilitation—which she brings to you in this course. Finally, her decades of experience as a performing musician and teacher bring a deep understanding of how to get better performance from people—critical in the real estate industry!

Carla's 'take' on excellence in instructing has a different focus—a focus on bottom line productivity and profitability. That's what you'll come away with from this course—the tools to increase your production and profits through effective facilitation.

An acknowledged productivity expert

Carla has appeared on CNN, MSNBC, dozens of radio programs, and has written hundreds of articles for newspapers, newsletters, and real estate magazines. She's also been featured as a real estate expert in Cosmopolitan! (no, not the cover!)

- She was named as one of the 50 most influential women in real estate
- She's been a presenter at the last 16 National Association of Realtor Conventions
- She's appeared on CNN and CNBC, as well as dozens of radio programs
- She's been published over 300 times in major real estate magazines and newsletters
- Carla is a National Association of Realtors National Realtor Educator of the Year
- She's a Washington State Realtor Educator of the Year
- She's a former master level CRB instructor, instructor of the Certified Real Estate Broker designation; author of several CRB Managers' Courses, including the business planning course
- More of Carla's products are endorsed as best of their kind by the Council of Real Estate Brokerage Managers (CRB) and the Council of Residential Specialists (CRS) than any other real estate speaker today
- Writer: five sales and management training workshop series and coaching programs for large real estate franchises in the United States and abroad.



Popular Real Estate Author

The author of 7 internationally published real estate books, Carla is the creator of 20 programs for agents and managers, systems to increase productivity and profits.

For Trainers and Speakers:

How to Write a Course with Substance, Sizzle, and ‘Sell’, the only complete guide to creating a great course—all online

Knock their Socks Off: Presentation Tips for your Best Presentation Ever—100 page presentation ‘how tos’ and 2 audio CDs help you be the presenter you were meant to be

The Ultimate Real Estate Trainer’s Guide, for anyone who wants to train effectively.

Up and Running in Real Estate, the revolutionary online training/coaching program for agents under 2 years in the business; give us 8 weeks and we’ll give you a career—become a coach for the program and coach your agents to success

For Managers and Agents

Your Blueprint for Selecting Winners, a complete selection guide with interview packet to assure managers can choose the right new agents—an Ebook

What They Don’t Teach You in Pre-License School, a must-have for would-be agents and all interviewers

Up and *RUNNING* in 30 Days, 4th edition, the business start-up plan for new agents

On Track to Success in 30 Days System for Experienced Agents, for the experienced agent to revitalize business; analyzes, tracks business; includes 30 day regeneration plan

Managers: Putting On the Track to Success System to Work, the manager’s coaching guide to On Track to Success in 30 Days, to help experienced agents produce much more

Beyond the Basics of Business Planning, 2 complete online programs for agents and leaders to plan their business with purpose

Your Complete Power Listing System, everything you need to manage the seller’s experience; includes PowerPoint listing presentation

Marketing YOU, build the YOU to promote that shows people they can trust you

The Complete Recruiter, the whole system and process to build a great recruiting strategy; includes a Recruiter Planner; over 75 tips to recruit the right people

Your Complete Buyer’s Agent Toolkit, ‘list’ buyers like you list sellers/complete system

Objection Busters, flash cards and CD with role plays of answers to common objections; 3 series, one for buyers, one for sellers, and one for recruiters; great training tool



Individual Coaching from Carla Cross Coaching

Career Achievement Coaching

For: Experienced agents, a one-on-one program

You've battled the wars of the new agent. You've achieved some success. You want to move your career to a whole new level. You need systems. You want focus. You want to take your career to a real *business*. Career Achievement Coaching does just that. You may already use our systems, as hundreds of thousands of agents do.

Barb,

I have accomplished my goals. I am busy again, I feel great and I am full of new energy and ideas. I can now go forward, build, grow, and prosper. And I want to go forward! You have no idea how much you are a part of that and a major impact. You believed in me. Thank you so much. I will always be indebted to you for saving my real estate career.

Ed Cashwell, Re/Max Property Shoppe, Melrose, MA.

Take Advantage of our Complimentary Consultation

Email us at www.carlacross.com or call 425.392.6914 for a complimentary consultation with one of our real-estate expert coaches (we don't employ non-real estate coaches). (Available for those interested in one-on-one coaching). You'll have an opportunity to see if your coach and you are a 'match', and find out much more about our unique coaching programs. Absolutely no obligation, of course.

Leadership Mastery Coaching

For: Owners, Managers, and Team Builders

Don't settle for a coach or a coaching program designed to coach agents. If you're in management, you have entirely a unique set of concerns: How to recruit, select, train, and coach *winners*. Our Leadership Mastery Coaching program is fully prepared to show you exactly how to do just that. Our *CCC Formula: Our Systems Combined with CC Coaching*. Many managers also sell. They don't have time to re-invent the wheel. They need ready to use recruiting, selecting, coaching, and training systems.



Our Carla Cross Coaching Credo

- ❑ Provide a solid foundation with a proven game plan, from which to coach, so our clients have the 'music' for which to create their own successes
- ❑ Create an encouraging, positive, supportive, and uplifting experience, so clients are motivated to step out to reach their goals
- ❑ Provide insights, expertise, and real estate guidance to help our clients go further, faster, and with greater confidence
- ❑ Remember that each of our clients' well-being transcends all other considerations!



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Additional Resources from Carla Cross

Audio CDs are downloadable from links in a separate document.



Overview of this Resource



CD 1
Cut 1

This resource is divided into eight sections. I have put helpful teaching guides and resources in section eight. You will find some of these documents, processes, and systems in the outline, too, as examples of the topic we are discussing.

This resource is much more than just a course to teach you to become an instructor. I have made this outline a real ‘resource tool’ for you to use forever—I hope.

First, the Principles of Presentation, then the Big Picture

In the first part of this resource, I have put the concepts and skills that make you a great presenter. Then, I have shown you how to create a course effectively and easily. Finally, in section seven, I have given you a bigger picture: how to create a whole training school.

20 Specific Tools/Examples to Build Your Training—even to Build a Training School

Included in this resource are 20 specific tools and examples for you to use to create your workshops, build your training school, and be an exceptional instructor. Many of these resources were created when I was the director of a large training school for one of the largest regional franchises in the Northwest. Others of these guides have been created because I own my own accredited real estate school, Cross Institute, and I am a real estate speaker, presenting seminars, workshops, and symposiums internationally. It took me years to create these resources, so I hope having them at your fingertips will save you countless hours!

Examples for You to Use as Models

In addition, I have provided you examples of training modules and workshops. I have even included a teaching module from my high accountability small group coaching/training program, Advantage 2.0. This helps you see how to write a course which includes the timing, teaching methods, visual aids, and student outlines your Department of Licensing requires to get your course approved (Note: Every state is a little different. Be sure to check with your state before submitting any course).

These examples include:

- Training Workshops
- Samples of a skill-building workshop: Both student and facilitator guides



- Curriculum of a skill-building training program
- Curriculum of a 'technical' series training program
- Example of a skill-building Evaluator
- Reflection Time questions
- Example of a New Agent Training Calendar

Finding Your Way Through this Resource

Table of Contents Coordinates with your audio CDs (downloads, no hard CDs). Look at your Table of Contents. I have coordinated the material in this outline with the respective CD and CD cut, so you always know what is recorded on each CD and cut. Also, the CD symbol at the top of each page on the outline tells you the coordinating CD number.

You Will be Doing Some Work Throughout This Resource

I have included some of the assignments and work from my Washington state accredited *Train the Trainer* (distance learning) course, and my Instructor Development course (live), so you can learn faster, internalize the concepts, and apply them to your situation. Please do all of the work so you get the most from this resource.

Symbols to Help You Complete Your Work



The CDs coordinate with the sections in this handbook. Listen to the CDs for each section first. You will also see the CD symbol with the number of the CD on the handbook page with which it coordinates (as well as in the Table of Contents). You have 4 audio CDs, downloads, not hard CDs.



After you have listened to the CDs for each section, do the work as indicated by the Work icon in the outline.



Handouts

You have 4 audio CDs and one handout in Word. Your handout *is not audio*. Rather, it has several checklists and forms on it for you to edit and use. These forms are in hard copy in part of Section 8 here. (See your table of contents, too).



Important Points in this Resource



You will see important points in italics in this resource, along with this symbol. Pay particular attention to it, because it is an important concept or skill.

Rapid Recall/Reviews

I have provided some Rapid Recall/Review areas for you to capture and remember important concepts. You will find the To Do icon beside these.

What Learning These Concepts and Skills will Do For You

I wish every person who wanted to motivate and lead others had the skills in this resource. If you are ever in front of 2 or more people, grasping these concepts and skills will increase your effectiveness 100%.

When these skills are useful:

- When you are presenting to clients in a listing situation
- When you are explaining buyers' agency to buyers, or doing a buyer presentation
- When you are an agent/rainmaker—leading your meeting of your team
- When you are a manager, leading your meetings
- When you are coaching one of your agents
- When you are training 3 or 300
- When you are doing a persuasive presentation

Summary

From teaching dozens of Train the Trainer courses to hundreds of students for about 2 decades, I know the confusion that can arise because of old ideas or wrong models. I also know the common challenges we face as instructors. I have worked hard to address both the confusion and the challenges here, so that you can grasp some new, fresh, effective training skills and move into effective coaching, motivating, training, facilitation, and presentation. I hope you enjoy my efforts!

Using the many processes, checklists, and examples in this resource should make it much easier to create a training module and a whole training program.

