

# Lipsey Co. Online Systems for Success 7.0

<u>Module</u>	<u>Time</u>
<b>Week 1</b>	
<b>The Business Development Machine 7.0</b>	
1.1 Best Database Wins	15.45
1.2 Building Momentum Using Today's Technology	24.09
1.3 Using an E-Touch Campaign and Social Media to Build your Brand	25.41
1.4 Utilizing the Right Print to Reach Your Prospect	13.49
1.5 Cultivating Relationships with Your Clients	14.04
<b>Week 2</b>	
<b>Selling by Phone 7.0 &amp; Client Discovery Needs Analysis</b>	
2.1 Mike's Best Practices	17.54
19.1 Improving Your Call to Contact - Contact to Meeting Ratio	14.30
19.2 Research to Closing	22.35
29.1 Questioning Techniques - Open Probes Closed Probes	10.36
29.2 Client Discovery and Needs Analysis	6.22
<b>Week 3</b>	
<b>Marketing &amp; Branding in a Digital World - How to Leverage Your CRM</b>	
17.1 Personal And Company Branding	17.10
17.2 Your Marketing And Branding	9.59
17.3 Digital Marketing Kpi'S, Seo And The Software	9.22
18.1 The Role of a CRM	14.27
18.2 Create a Winning Database	18.28
18.3 Winning Business with a CRM	34.55
<b>Week 4</b>	
<b>Best Practices for Tenant Rep</b>	
4.1 Tenant Rep Prospecting	8.17
4.2 Advising Your Clients on Cost of Occupancy	27.31
4.3 Considerations Beyond Rent	10.23
23.1 Emerging Markets 101	7.50
23.2 Building the Right Database	15.42
<b>Week 5</b>	
<b>Presentations that Win</b>	
6.1 5 Step Classic	22.32
6.2 Advanced Presentations	15.32
6.3 Preparing for the Presentation	23.43
6.4 Presentation Show Stoppers	9.08
6.5 Closing the Presentation	15.24

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<b>Week 6</b>	
<b>Performance Leasing &amp; Lease vs Own</b>	
3.1 The Listing Presentation	34.03
12.1 Why Lease vs Own	14.38
12.2 Lease vs Own - Part I	22.12
12.3 Lease vs Own - Part II	15.32
<b>Week 7</b>	
<b>The Perfect Tour</b>	
5.1 The Tenant's Experience	8.58
5.2 Flash Tours	27.07
5.3 Making it Memorable	17.54
22.1 Process to Best in Class Tours	14.57
22.2 Best Practices for Tours	19.37
<b>Week 8</b>	
<b>High Performing Teams</b>	
15.1 Teams: The Five Boxes	14.51
16.1 Components of a Team	12.54
16.2 Personality Insights Part I	20.14
16.3 Generational Gaps Part	8.45
16.4 Personality Insights Part II	13.06
16.5 Accelerating Your Career with DISC	16.21
<b>Week 9</b>	
<b>Investment Sales: Finding the Outlier</b>	
11.1 Calculating a BOV	19.25
11.2 Winning Investment Listings	40.03
24.1 Understanding Private Owners-Investor	10.42
24.2 Ownership Types(Private)	14.54
24.3 Maximizing Value on Every Listing	8.26
24.4 Buyer Qualification	16.01
<b>Week 10</b>	
<b>Negotiating to Win</b>	
21.1 Negotiating Tactics (Part I)	18.51
21.2 Negotiating Tactics (Part I)	29.03
<b>Week 11</b>	
<b>Brokerage Jumpstart for Rookies</b>	
8.1 Brokerage Jumpstart for Rookies	28.47
8.2 Getting Past Your Call Reluctance Part I	23.24
8.3 Getting Past Your Call Reluctance Part II	22.16
9.1 10 Steps to Nurtrue - Grow - Protect	19.37
27.1 Five Activities that Make You Money	13.34

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<u>Module</u>	<u>Time</u>
<b>Week 12</b>	
<b>Time Management - Schedule Your Success</b>	
20.1 Team Types	9.29
20.2 Personality Insight – What Are Your Strengths	25.29
20.3 Building the Team Machine	9.37
20.4 Measuring the Team Machine and Compensation	13.45
26.1 Schedule Your Success	14.50
26.2 Sustainable Planning	21.40
<b>Week 13</b>	
<b>Deal Making Finance Part I</b>	
10.1 Accountability for Rookies	18.14
10.2 Building a Brokerage Firm Part I	23.05
10.3 Building a Brokerage Firm Part II	25.26
<b>Week 14</b>	
<b>Essential Commercial Real Estate Knowledge &amp; Brokerage Management</b>	
7.1 Market Research	22.34
7.2 Brokerage Basics	35.32
7.3 Commercial Real Estate Finance Basics	14.35
10.1 Accountability for Rookies	18.14
10.2 Building a Brokerage Firm Part I	23.05
10.3 Building a Brokerage Firm Part II	25.26
<b>Week 15</b>	
<b>Deal Making Finance Part II</b>	
13.1 Intro to Lease Validation	13.13
13.2 Building the Lease Validation Model - Part I	17.49
13.3 Building the Lease Validation Model - Part II	22.12
14.1 Lease Valuation Basics	11.03
14.2 Lease Buy Out Case Study: Creating an Excel Workbook	33.13
14.3 Lease Buy Out Case Study: Results	29.43