

## 2011 WEBINARS

# The Lipsey Company

### Mike Lipsey Announces 2011 Webinars

As you know, we conduct frequent surveys to determine content; and specifically, what skills and systems are in demand from our clients.

#### Popular 2010 Titles Brought Back:

Selling by Phone  
Negotiating to Win  
Team Brokerage  
Lease Blend & Extend  
... and many more

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*All Webinars are 60 minutes in length*

*Customized webinars 60 – 120 minutes in length*

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#### Below is a partial menu of our **2011 Webinar Titles:**

- Taking Advantage of Today's Market
- Marketing, Selling & Structuring Distressed Real Estate
- Getting Hired or Retained by Banks or Special Servicers
- Selling the Service Line Solution
- Alternative Financing Solutions
- Time Management for 2011
- Needs Analysis, Client Discovery and Questioning Techniques
- Developing a Major Accounts or National Accounts Program
- Winning More Corporate Service Accounts
- Systems for Increasing Your Tenant Rep Wins
- Identifying Emerging Markets and Growth Industries
- Marketing and Sales Technologies for Today's Marketplace
- Pricing Vacancy and Creative Documentation: Office, Retail and Industrial Properties
- Reporting Systems for Today's Landlords and Sellers
- Power Presentations: from the Executive Summary to the Close

### MCRE Credit

All of our webinars will be approved for MCRE (Masters in Commercial Real Estate) credit toward the designation, and some states may recognize the training for C.E. Credit.

### Don't See What You Want?

If there is a topic that your brokers, associates, or managers are looking for, let us know and we would be delighted to develop a customized webinar.