

2010 LIPSEY SCHOOL OF REAL ESTATE

Topical Outline

(Approved for 15 hours of MCRE Credit)

DAY ONE:

7:45 a.m. – 8:15 a.m.

Registration

8:30 a.m. – 10:00 a.m.

UNDERSTANDING THE FOUR PHASES OF COMMERCIAL REAL ESTATE:

- Where we are
- What to do
- Planning for the Next Phase
- Real Estate Recovery Update
 - o Lease Blend & Extend
 - o Mortgage Haircuts and Cram Downs
 - o Valuation and Capital Forecast
 - o Innovative Financing Solutions

SCHEDULING YOUR SUCCESS:

- The Power of the Calendar
- Effective Time Management Strategies
- Reverse Time Management – Booking your Future Today

10:00 a.m. – 11:00 a.m.

NEEDS ANALYSIS & CLIENT DISCOVERY:

- Lipsey's Steps to an Assignment
- Research: What information to gather & where to get it
- RUNCLEAR – The Industry Standard for Client Needs Analysis
- Questioning Techniques: Developing the Perfect Question

11:15 a.m. – 12:15 p.m.

WINNING MORE TENANT REP ASSIGNMENTS:

- Understanding The Client's Business Model
- Industry Rent to Revenue Ratio
- Client Rent to Revenue Ratio
- Dollars to Occupy Ratio
- Present Value Comparison
- Choosing the Right Discount Rate

12:15 p.m. – 1:15 p.m.

LUNCH BREAK

DAY ONE (Continued)

1:15 p.m. – 3:30 p.m.

IDENTIFYING EMERGING MARKETS AND GROWTH PROSPECTS:

- Using Technology to Underwrite the Market/Prospect
- Research: Morningstar - 10k Wizard/ BizStats / Bizminer
- Lipsey's Plans for Business Development
- Rules for Direct Mail and Email
- Techniques for Pop-Ins
- Using Prospecting Pyramids to Target Market – An Overview
- Best Practices for Business Development

DAY TWO:

8:30 a.m. – 9:30 a.m.

SELLING BY PHONE:

- Understanding the 8 Steps of Selling by Phone
- Preparation Prior to Calling
- Purpose of the Call
- Introductory Benefit Statement
- 10 Powerful Opening Questions
- Closing for an Appointment; Meeting; Presentation

9:30 a.m. – 10:30 a.m.

10 SALES STEPS TO A PERFECT TOUR:

- Lipsey 10 Steps Process

10:30 a.m. – 12:00 p.m.

PERFORMANCE LISTING FOR SALES & LEASING:

- Using Information Gathered in Needs Analysis to Develop Targeted Prospecting Pyramids
- Knowing How Market and Sell to the 4 Tiers of a Prospecting Pyramid
- Developing Benchmarks
- Determining What you Should Measure
- Understanding and Compressing the Ratios
- Creating an Individual and/or Team Scoreboard

12:00 p.m. – 1:00 p.m.

LUNCH BREAK

1:00 p.m. – 3:00 p.m.

PRESENTATIONS THAT WIN:

- 5 Steps for the Perfect Presentation
- What you should know in advance of the Presentation
- Boards, Banners, Placemats, Desktop Visuals and Handouts
- Team Presentations – Roles, Handoffs, and Flow

DAY TWO (Continued)

CLOSING TECHNIQUES:

- Understanding Personality Traits of Client/Prospect and Using the Right Closing Technique
- Progressive Chart of Closing Tactics
- Dozens of Closing Techniques Explained – How and when to use them