

# Leader's light



Weekly overview of .....

## session one



### key keepers:

1. Every leader develops through 6 cycles: writing, thinking, emotions, actions, reactions and results. Are you doing your share in each area?
2. Recite your Leader's Creed at least once daily.
3. We achieve success through: building salable inventory, having an "I can" attitude, using effective time management, handling objections like a pro and learning how to sell more quickly.
4. The only kind of commitment that counts is 100%. Anything less is destined to fail.
5. Salable listings are the way to the top.
6. Without specific, measurable, attainable, rewardable and trackable goals, you're just dreaming.
7. The success formula: bring in a salable listing a week, separate lookers from buyers, always have exclusive right to represent buyer agency agreements signed, show and sell your company's listings first.
8. Harness the power of proactive prospecting: start early, don't sell, eliminate, target high-turnover areas, whether face to face (highest return on time invested) or on the phone, smile and moderate your voice to a friendly tone, know what to say if you get an answering machine and follow the process. (While calling strangers is still possible, if you do so, you must fully abide by all "DO-NOT-CALL" laws.)
9. The process: If face to face: introduce yourself then identify the prospect. If on the phone: identify the prospect then introduce yourself. Ask, "Are you interested in selling?" Schedule an appointment and remember to close 3X.

### Weekly Team Stats

Howard Hanna  
Pittsburgh, PA

Mark Leader

# of Students: 74

Each week  
you will receive a  
Leaders Light  
flyer by email  
from your trainer.

This flyer  
will allow you to  
see how well the  
class is doing  
each week.

Also this flyer  
gives you Key  
Keepers from  
Mark Leader  
to review what  
you were taught  
In class that  
week.

### Mark's thought for the week

- Rule #1: There is a big difference between activity and productivity.  
Rule # 2: If you do a lot and feel like you accomplished little, see rule #1!

## session 1 in brief

**Leader's**  
Choice<sup>®</sup>

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