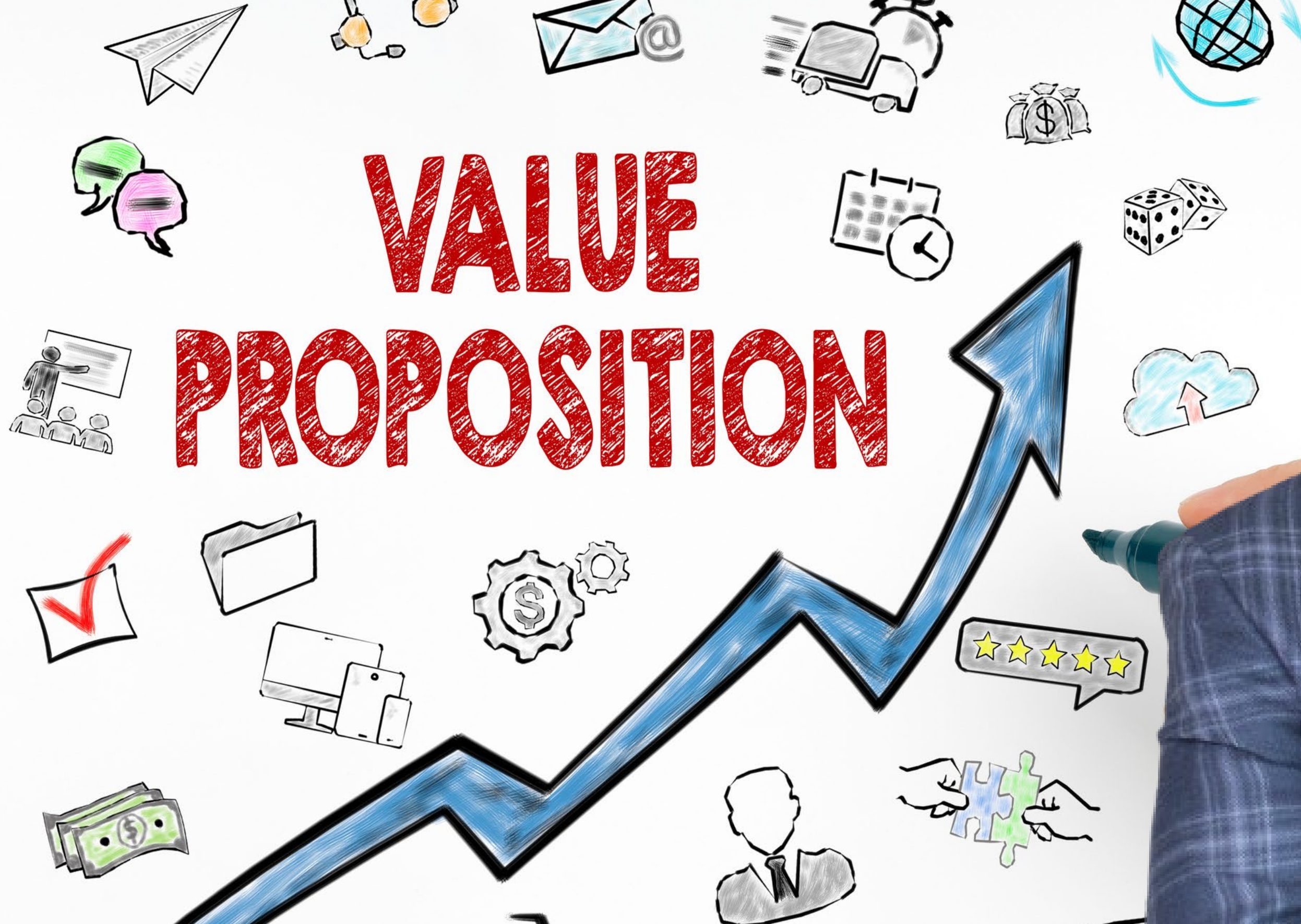


VALUE PROPOSITION



"Unlocking Agent Potential: Mastering Value Proposition in Real Estate"

John D. Mayfield - ABR, CIPS, CRB, e-PRO, GRI, RENE, SRS, MA in Real Estate

Author | Broker | Coach

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TRAINING
VALUES
NEW MANAGEMENT GOAL CHALLENGE FOCUS
TECHNOLOGY
DEVELOPMENT
NEW CHANGES PLAN MODEL
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NEXT







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Non-Dairy
EVERYTHING
BUT THE
COW**

**BEN & JERRY'S
Non-Dairy
EVERYTHING
BUT THE
COW
NEW!
AVAILABLE
NOW!**

**DOUGH
TIME!**

**POST-IT
NOTES**

**BEN & JERRY'S
EVERYTHING
BUT THE
COW
AVAILABLE
NOW!**









**CHANGES
AHEAD**



**NOW
WHAT?**

C

S

V







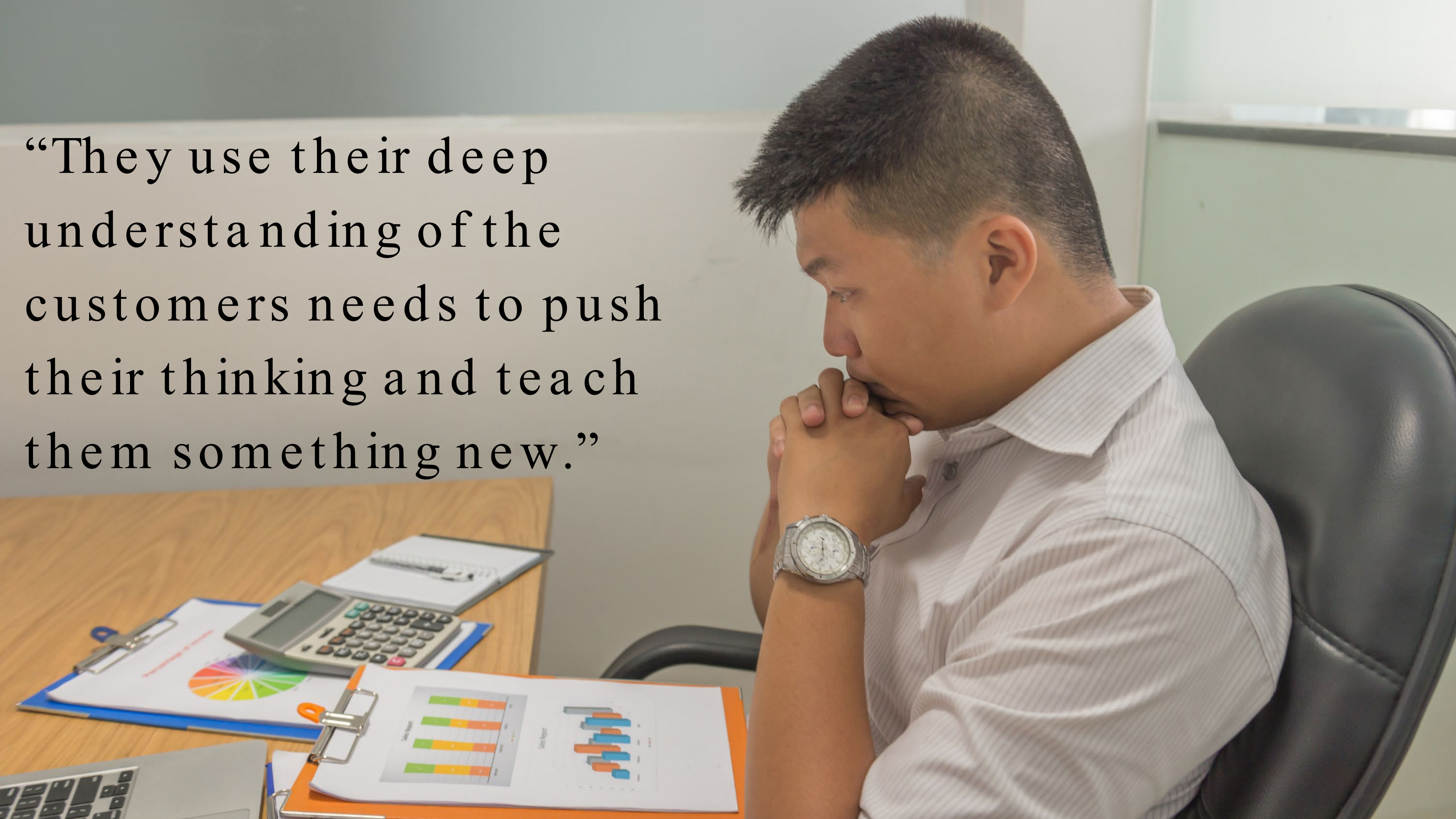


5 Categories of Salespeople

- The Hard Worker
- The Relationship Builder
- The Lone Wolf
- The Reactive Problem Solver
- The Challenger



“They use their deep understanding of the customers needs to push their thinking and teach them something new.”





SCRIPTS





AGENDA



C

S

V

What can

You Do?



Practice
Makes
Perfect!



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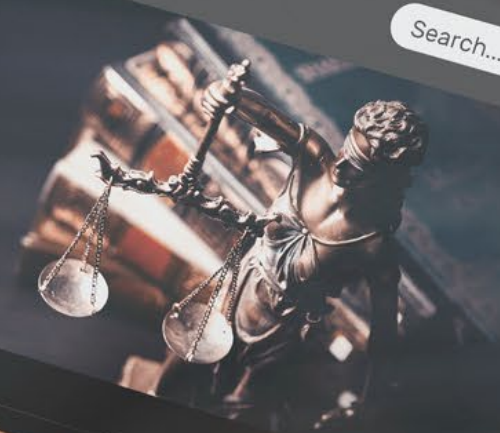
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**CHANGES
AHEAD**



CREDIT CARD

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12/19





VOLUME 20: SEPTEMBER 25, 1997

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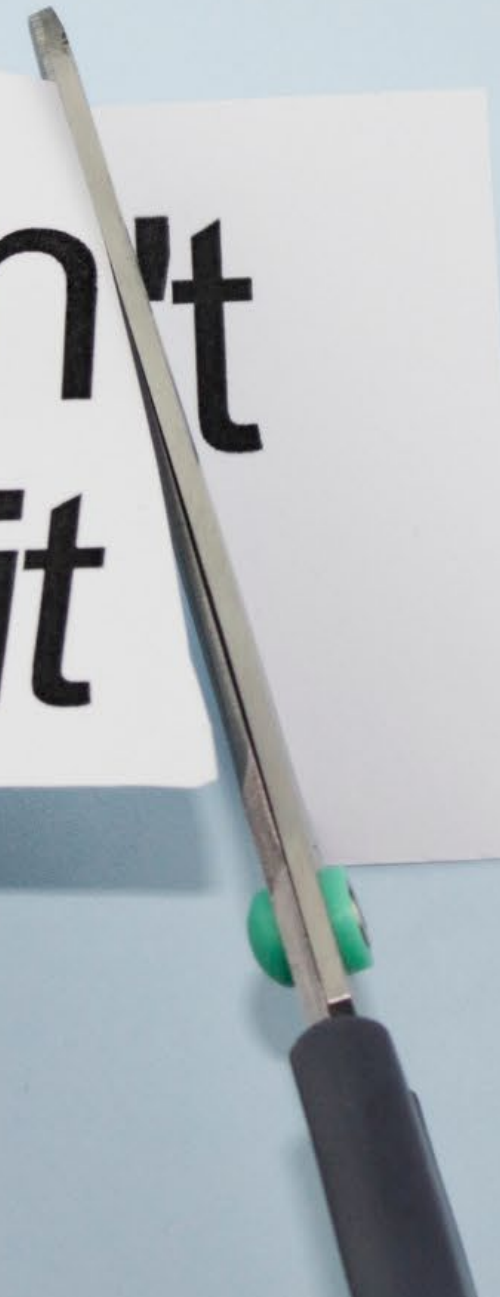


ADAPT





**I can't
do it**



THANK YOU



John D. Mayfield
Author | Broker | Coach