



**We're not entertainers, and we're not theorists.** With Leadership Selling®, we are in the trenches with your team, coaching to mastery, driving to perfection, and holding people accountable to be the best they can be. Leadership Selling® will pay for itself many times over, guaranteed.

## THE MOST IN-DEPTH TRAINING IN NEW HOME SALES

Leadership Selling® is not just a seminar—it's a **three-level system**, taking salespeople to a higher level of skill than is possible with a typical one-level program. **Each level consists of 11 weekly lessons, to include:**



### Education

Interactive 10 minute video lessons

### Experiential Learning

through 'Real Play' and weekly assignments in the Leadership Selling® Handbook

### One-On-One Coaching

from Sales Managers

### Every Manager will receive

**Leadership Selling® for Coaches to include:**

- Weekly one-on-one instruction with Jason Forrest
- 'How to Coach' Instruction

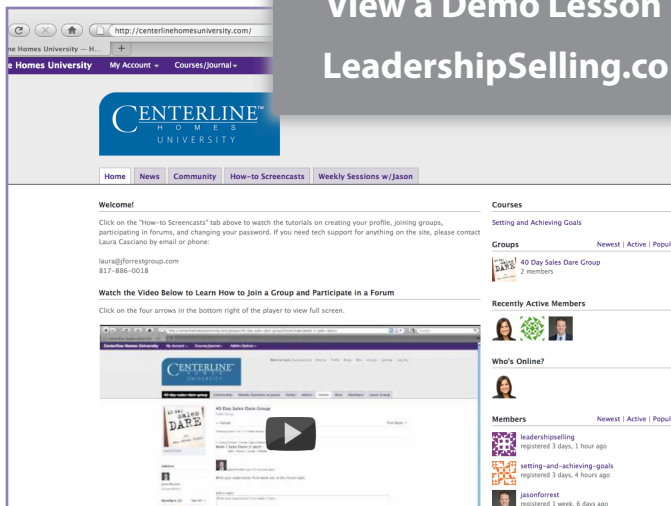


JForrest Online includes an online classroom experience that enables your team to maximize their execution of the training. In this Learning Management System, each participant has a personal dashboard where they access their online training materials. They will not only watch lessons, but they will also interact with each other, practice the principles they've learned, share their success stories, and give valuable feedback.

Additionally, Sales Managers interact with their team by viewing lesson activities, application question responses, discussion board activities and training projects. Your team will also meet each week to discuss their progress and experiences.



**View a Demo Lesson @  
LeadershipSelling.com**



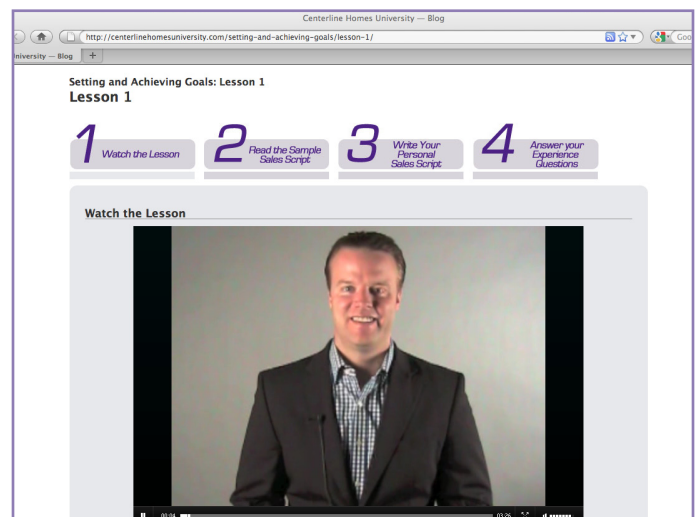
Personal Dashboard

### Sample Lesson Outline

- Step 1: Watch The Lesson
- Step 2: Read the Sample Sales Script
- Step 3: Write Your Personal Sales Script
- Step 4: Answer Your Experience Questions

### Courses include features such as:

- Video instruction
- Sales scripts
- Lesson assignment aids
- Discussion boards



Weekly 4 Step Lessons

# The Courses

## SUMMIT-LEVEL PERFORMANCE



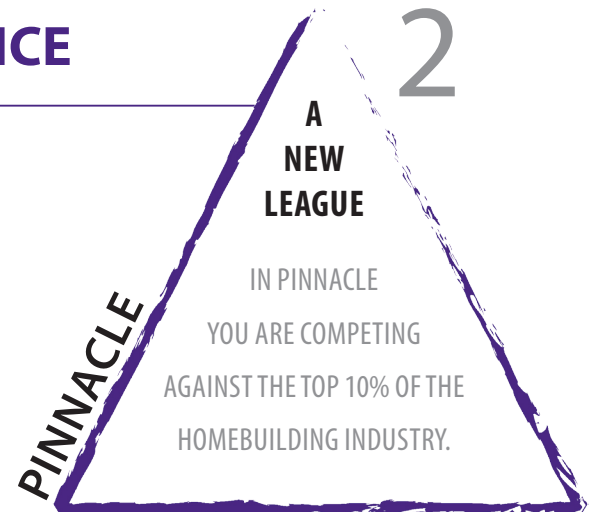
Master sustainable habits for success with Summit. Summit is where exceptional members of your team become the elite performers in the industry. Salespeople learn to put lessons into practice, and submit audio recordings of each week's lesson for evaluation.

The result? New Home Sales Mastery.

Mastery is not about completing one perfect sale or getting an 'A' on a final exam — it's about giving an A-level performance consistently, outperforming the competition more often than not, and improving each day.

## PINNACLE-LEVEL PERFORMANCE

Build and polish sales execution with Pinnacle. For a team that's truly top notch, Leadership Selling® gives Apex graduates the opportunity to take their performance to the next level. Pinnacle takes your team from the top 10% to the top 5% by reviewing key principles from Apex and adding new, higher-level concepts to sales execution.



## APEX-LEVEL PERFORMANCE



Develop potential with Apex.

The first course, Apex, takes your team beyond the builders (about 90%) who settle for a one-day event. Along with providing individual coaching and lessons on setting goals, Apex emphasizes accountability and discipline in pursuing sales mastery.

Learn more by visiting  
[LeadershipSelling.com](http://LeadershipSelling.com)

## LEADERSHIP SELLING® COURSE OUTLINES

### Course 1: Apex

1. Overcoming Your Circumstances
2. Creating Emotional Urgency in Your Customers
3. Accomplishing Your Customer's Mission
4. Setting Goals and Achieving Them
5. Leading In the Initial Phone Conversation
6. Leading the Trust Relationship
7. Leading To Ownership Acceptance
8. Leading the Community Tour
9. Leading the Plan and Site Selection
10. Leading the Decision and Celebration
11. Leading the Sale To a Successful Closing

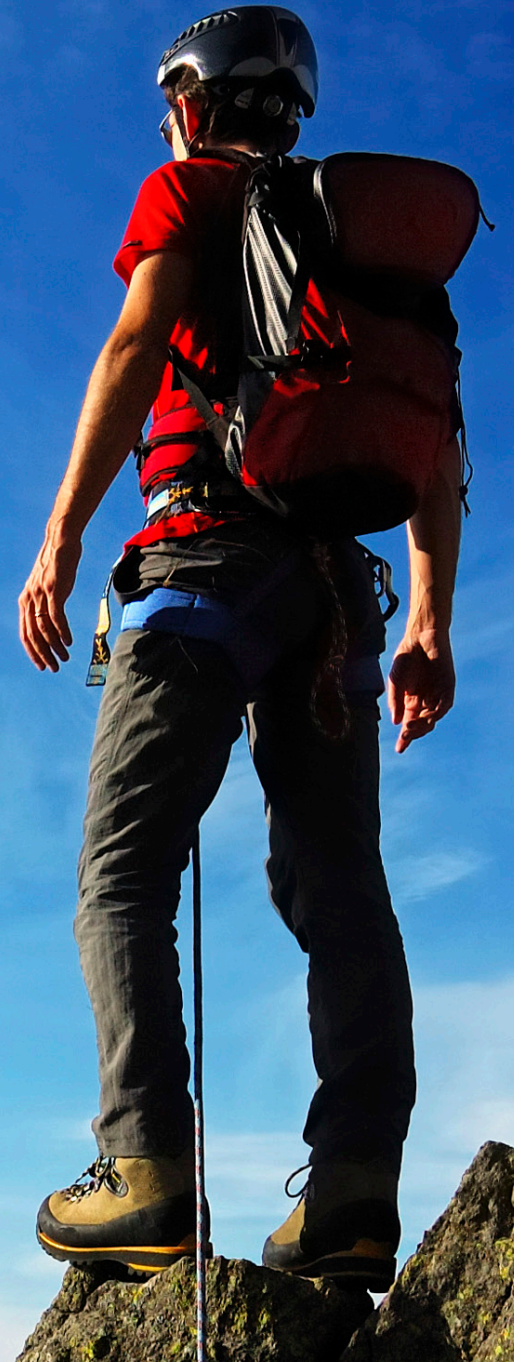
### Course 2: Pinnacle

1. Overcoming Sales Reluctance
2. Winning Sales from the Competition: Understanding the Competition Better Than They Do
3. Winning Sales from the Competition: Creating a Competitive Spirit
4. Winning Sales through Trust and Leadership
5. Leading the Plan and Site Selection: Making Decisions
6. Leading the Plan and Site Selection: Making Compromises
7. Handling Objections: Changing Your Customer's Perspective
8. Closing: Overcoming Anxieties
9. Keeping the Sale Sold: Backlog Management
10. Prospecting: Follow-Up and Referrals
11. Prospecting: Realtors

### Course 3: Summit

1. Advancing to Strategic Partner
2. Getting Out Of a Slump
3. Selling to Tough Prospects
4. Selling Value
5. Handling Value Objections
6. Getting the Customer Off the Fence
7. Keeping the Sale Sold with Challenging Buyers
8. Selling Without Models
9. Becoming a Student of Selling
10. Taking Ownership of Your Career
11. Taking Charge of Your Pursuit of Mastery

*JForrest Group is continuously researching ways to improve our training solutions. Course titles and topics are subject to change.*



Leadership Selling® and Leadership Sales Coaching® is created by  
Jason Forrest, author of *Creating Urgency In a Non-Urgent  
Housing Market*, and *40-Day Sales Dare for New Home Sales*.