



## TERRI'S REAL ESTATE PRESENTATIONS

### Connect ONLINE-Convert OFFLINE!

*How to maximize online communication to help more customers & create raving fans!*



Terri understands the confusion and frustration that most agents face when trying to navigate the new demands for 21<sup>st</sup> Century effective communication with clients, customers and prospects.

She can cut through the hype and offers 7 simple steps to attract, engage and convert online leads to solid relationships using the best of the Web.

Terri admits to not being a “techy” so this program includes the simplest and easiest steps to learn how and why agents need to tweak their marketing messages to bridge generational core preferences and values with the newest channels to build relationships effectively using social media channels. She’ll outline how agents can maximize online communication and develop an on and offline strategy that guarantee more profitability and provide a true “WOW” experience for their customers and clients.

### Presentations:

#### Stop Selling! Start Connecting!

#### 5 Ways to Connect & More Prospects to Profits!

Are you still using outdated and ineffective methods to help customers and clients make buying and selling decisions? Today’s successful real estate agents know it’s NOT about selling, but all about real authentic connections and expertise.

Terri Murphy helps you figure out what you need to do to authentically connect with your prospects, establish trust and then ultimately serve their needs. It’s all about up-serving and not up-selling! She’ll show you ways to build solid loyal relationships from the get go! Terri provides the 5 biggest mistakes most real estate agents make in today’s competitive market and helps you step by step to get more sales and provide unmatched service for customers and clients.



## **Zap the Communication Gaps!**

### **The Power to Connect with Generational Communication Dynamics**

The normal tendency of marketing and sales today is to communicate with everyone in the same way, using the same strategies and approach. This is a costly mistake in today's world where we need better communication skills than ever before! With 4 distinctly different generations working side by side agents must fine tune their messaging and connection channels to meet and exceed the preferences of each of these consumer segments.

Terri helps you use the magic of effective communication skills by helping you understand how to relate more effectively with all four generational segments and 4 social styles to improve relationships productivity to attract, engage, connect and convert prospects into profits!

## **The 5 Keys to Connect & Convert with CRM Strategies that Create Clients for Life**

Ever wonder why some agents seem to get repeat business easily and effortlessly? That's because they know how to harness the power of value rich CRM strategies that keep clients for life. Terri shares the top 5 "keep and convert" initiatives that help you to become the celebrity authority in your marketplace and eliminate cold calling from your day. Learn how "narrow-casting" is more efficient than broadcasting when you find ways and systems to create raving fans and clients for life!

## **List to Last: From Evolution to Revolution! New Innovations to Getting Great Listings Sold 5 Marketing Strategies that make you the ROCK STAR of your marketplace!**

Think you can do what you've always done to get a listing sold? Sellers have heard it all and are demanding more innovations and fresh creative strategies from your marketing before signing with you. Get the latest value stacking options that wow every seller and make you their Realtor of choice.

- Innovations with strategic new marketing strategies that really work
- How to maximize the power of online and offline marketing for more sales
- How to build value and distinction in your service offerings that obliterate the competition and ensure full compensation