

ABSTRACT OF THE MAJOR PRACTICAL PROJECT

Real Estates Sales

Methods and Motivation

A Real Estate Training Program

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The purpose of this program is to provide a training source for new as well as experienced real estate agents on the Outer Banks of North Carolina. The program covers recognized sales techniques applicable to all real estate sales agents as well as resort sales. Motivational advice is offered in recognition of the changes in mood and energy that real estate agents experience because of the volatility of the real estate market. This program addresses proven practices that guide agents toward stable and successful careers. The step by step construct of the plan takes the student from basic orientation, through a progression of resort investment topics, and concludes with recommendations for dealing with differing personalities and psychological profiles. The program may be text-based and self-directed, to reach a broad student base, or taught by an instructor as part of a company's formal training program