



Rick Rosen's Real Estate Boot-Camp
Course Schedule & Syllabus

- Friday, October 29, 2004
 - “The Formula”
 - “Mastering the Skill of Prospecting-123 Prospecting Track”
 - Assignment “Sphere of influence List”.
 - Assignment “Goal in plastic folder. Punch a hole in upper, left hand corner and attach to key chain.”
 - Assignment “Roll play prospecting track with accountability partner.”
- Friday, November 05, 2004
 - “Telephone prospecting”.
 - “Techniques for handling obstacles-**one-two punch** & OHT”
 - “**Possible drawbacks to waiting**”.
 - “**Fair Trade Concept**”.
 - “Magic in closing 3 times”.
 - “**Bona Fide One-Stop Appointments**”
 - Assignment “Introduction letter to sphere of influence”.
 - Assignment “Telephone prospecting.”
- Friday, November 12, 2004
 - “Psychology of the listing appointment”
 - “Listing appointment Process **LIST**.”
 - “Process for the **Lead In Step**.”
 - “Taking your client on a **safe island**.”
 - “The **Diamond of salesmanship**.”
 - “The **Investigation Step**.”
 - “The **Client Qualifier**.”
 - “Six keys to Expired Listings.”
 - Assignment “Working Expired Listings”.
 - Assignment “Mail merge Sphere of influence letters.”
- Wednesday, November 17, 2004
 - “**4 Part Listing Flip Chart**” The Showing and Selling Step “S”.
 - Fact, Bridge, Benefit, & Tie Down “**FBBT**”
 - Working with “FSBO”
 - Assignment “Organize Your **Flip Chart**”
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out **Contact Sheets**”.
- Wednesday, November 24, 2004
 - Thanksgiving break

- Wednesday, December 1, 2004
 - “Review, Regroup and Recommit”
 - Roll Play Scripts
 - Assignment “One live listing appointment with Rick” One agent each week the next 4 weeks.
 - Assignment weekly “[Boot Camp Work Plan](#)”.
- Wednesday, December 8th & 15th 2004
 - Complete “Review, Regroup and Recommit”
 - “Controlling your Attitude”
 - “Completing your circles”
 - Professional time vrs Personal time.
 - Assignment “One live listing appointment with Rick” One agent each week the next 4 weeks.
 - Assignment weekly “[Boot Camp Work Plan](#)”.
- Wednesday, January 5, 2005
 - Objection Handling
 - Objection Handling track – 5 steps
 - Determining the Real Objection
 - “[What is it is it technique](#)”
 - “[The choice of three technique](#)”
 - “[Let’s pretend you say no technique](#)”
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
- Wednesday, January 12, 2005
 - Objection Handling Warehouse
 - “[Possible drawbacks to waiting](#)”
 - “[Expired List](#)”
 - “[Twenty two other techniques](#)”
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”