

## 7 Deadly Sins of Sales™

*Create an atmosphere for success by identifying ways to grow and succeed in business.*

You've heard about the 7 classic deadly sins, but what are the 7 Deadly Sins of Sales™? (To be honest, there are actually 10 in this presentation and Leigh reserves the right to add more!) During this session, Leigh walks through some of the classic mistakes of salespeople and present multiple ideas for correction. The end result? A more professional sales business paired with the happiest clients on earth, which results in a highly successful business!

ONE OF LEIGH'S MOST POPULAR TOPICS! Now a #1 best-selling book!

- Gain multiple remedies for corrections of common mistakes.
- Learn how to become a more productive salesperson through intentional changes in behavior and interactions.
- Establish solid relationships with clients that are built on trust and professionalism.

### ADDITIONAL INFORMATION

Topic can be tailored to your event — one hour KEYNOTE, three hour CLASS, or CE eligible lesson.

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## The Four Pillars

*Create a foundation fit to uphold long-term success through actionable concepts.*

Have you ever seen a mobile home that is built on wheels? Would you consider adding a second story to it, if it had no solid foundation? Many folks in business add people and gadgets with NO PLAN and then are left wondering why success is fleeting. In this session, Leigh examines the FOUR PILLARS (Motivation, Technology, People, Recommendations) of a successful sales business and how to strengthen each area with actionable techniques and ideas which will result in long-term success.

- Learn how to build a solid team foundation which will create long-term success.
- Understand how to navigate team expansion seamlessly.
- Learn from an established business woman who has implemented processes that work and catapulted her team to success.

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### VIDEO INTRODUCTION

<https://youtu.be/caFHqH9szNQ>

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## Effective Leadership: More Than Being “Just the Boss”

*Attention leaders! It is time to learn the difference between “reason” and “purpose” to become more effective leaders.*

Having trouble finding your next leader? Through this course, leaders will gain a better understanding of what it means to be an active leader and will be better equipped to handle difficult situations as they arise. Nothing can negatively impact a team’s performance like having an ineffective leader, it leads to an underperforming team, unsatisfied clients, and missed opportunities. Effective, confident, and capable leadership can transform an association. Let your team reach their full potential under improved, positive leadership.

- Gain a better understanding of what being an “effective” leader means.
- Identify who you are leading. Can you lead without being controlling?
- Create a cohesive, organized association through effective leadership.

### AUDIENCE

- Board of Directors
- State Elected Leadership
- Local Elected Leadership

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## Focus. Cultivation. And LEGACY.

*Nurture a legacy that is relevant, has roots, and will grow!*

“Legacy”. A word usually reserved for end-of-life solicitations and bulletins at the funeral home. Also, a word that can haunt us as we consider our own personal clock. We wind up saying “YES” to everything, losing focus and gaining exhaustion with every passing week.

What is our goal? Is there a desired end result? Our legacy may be something that’s not going to appear until that distant, unknown future – but it is developing in the seeds we plant now.

This topic will make you think:

- How do you find the focus?
- What seeds will you plant?
- How will you nurture and cultivate those seeds?

### ADDITIONAL INFORMATION

You have the tools! Join Leigh to learn how to best use them in this one hour KEYNOTE.

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# TOPICS

Leadership  
Keynote  
Class  
CE eligible\*

Full Topic Descriptions at: [leighbrown.com/speaking/speaker-topics](http://leighbrown.com/speaking/speaker-topics)

Topics can be tailored to your event — one hour KEYNOTE, three hour CLASS, or CE eligible lesson.

\* CE Eligible Upon Request

	●	●	●	<p><b>7 Deadly Sins of Sales™</b> Create an atmosphere for success by identifying ways to grow and succeed in business.</p>
	●	●		<p><b>The Four Pillars</b> Create a foundation fit to uphold long-term success through actionable concepts.</p>
	●			<p><b>#MoreThanHouses</b> Can REALTORS® survive a changing profession? Do we really matter? If you have ever asked that question all alone in the car, come get fired up and refocused on what the future really can look like..</p>
●	●			<p><b>Effective Leadership: More Than Being “Just the Boss”</b> It is time to learn the difference between “reason” and “purpose” to become more effective leaders.</p>
●	●			<p><b>Focus. Cultivation. And LEGACY.</b> Nurture a legacy that is relevant, has roots, and will grow!</p>
●	●			<p><b>Bridging the GAP: Geography/Age/Personality</b> Build common ground in an effort to create more member value and relevance in your associations future.</p>
		●		<p><b>How to Defeat External Threats</b> Understanding, observing, and avoiding your business threats are the keys to your success!</p>
		●		<p><b>How to Make It in Real Estate</b> Trust in a business relationship is not given freely, it is earned through professionalism.</p>
●	●			<p><b>Igniting the Passion</b> No one likes to feel like their work day is constantly repeating itself, right?</p>
	●			<p><b>Outrageous Authenticity™</b> Embrace authenticity and make the sales process fun! (Imagine that!)</p>
		●	●	<p><b>10+ Ideas for Creating a Delightful Client Experience</b> Learn the 10+ ways Leigh crafts a delightful client experience.</p>
		●	●	<p><b>Substance Over Ego</b> Learn about data presentation that leads to the best outcomes for your clients.</p>
		●		<p><b>The Top 10 Things to Post on Social Media</b> Learn the important engagement details of the most powerful marketing tool available.</p>
		●		<p><b>Turn Down the Noise, Turn Up the Volume</b> Revamp your messaging to reach buyers and sellers in today’s market, get stronger, and level up!</p>
		●		<p><b>3W’s of Attracting New Listings</b> Get in front of potential sellers and why they should select YOU as their REALTOR® professional!</p>

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