

# Source of Sales 2.0 is about creating our agents to be Masters of the Five Fundamentals of Real Estate:

## YOUR SOURCE

1. Your most important question for success.
2. Creating rapport within minutes
3. Creating your Vision
4. The Paradox of Two Agents
5. Recondition your Career

## PROSPECTING MASTERY

1. The CACC Formula
2. Why we Love to Prospect and Don't
3. Understanding Negotiations During Prospecting
4. 21 Ways to Find Business
5. Three great Questions to ask
6. Are You Ready to Convert

## LISTING MASTERY

1. Creating YOUR Listing Mindset Forever
2. Setting the Table with Sellers:  
The unbeatable Scripts, Dialogues, and Questions
3. Attitudes of the Seller: How to Deal
4. The Most important Listing Tool Ever
5. Handling Seller Objections: Gotta Love them!

## BUYER MASTERY

1. Setting the Table with Buyers
2. Selling Homes in 10 Showings or Less
3. How to Build Buyer Loyalty: Do you have it?  
Do you Command it? Do you Give it?
4. Closing the Sale- What it means and How to Do it
5. Don't Be a Super- Agent with your Buyer

## VALUE MASTERY (COMMISSION)

1. Get to Work Everyday!  
It does matter who you work with.
2. Do you build trust, The Blueprint for Trust Building
3. What is Value and how do YOU define it?  
What about your clients?
4. What is your Value and Why should I work with YOU?
5. Articulate your Value and Believe it,  
better yet make them believe.
6. 21 reasons people should HIRE YOU
7. Define who you are, what your about, and Dominate!



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Get Better. Grow Bigger. Glow Brighter. Go Beyond.