

# CRB - Sales Leadership that Drives Performance


**Location:**
**SDAR'S KEARNY MESA SERVICE CENTER**

4845 Ronson Court, San Diego, CA 92111

**Instructor:**
**GINNI FIELD, CRB, ABR, GRI, SRES, SFR**
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## TWO-DAY SESSION

**Tuesday and Wednesday, June 25 & 26, 2013**

9:00 am - 5:00 pm


**COUNCIL OF REAL ESTATE  
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Today's managers must deal with a myriad of leadership challenges, such as recruiting, managing turnover, training and mentoring; in addition to running a successful and profitable business. To succeed, you must develop and implement a strategy that addresses these challenges and have the flexibility to adapt to different personalities and different situations.

**TOPICS COVERED**

- Developing effective sales associates who are aligned with the company's culture
- Identifying and implementing the critical elements of a learning program
- Understanding and adjusting your leadership style based on the individual and the situation
- Developing the skills necessary to coach, mentor and hold people accountable
- Aligning your recruiting and retention strategy as part of the sales development process
- Harnessing performance strategies to ensure agents will reach their full potential

**3 CRB Credits**
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**CONTACT INFORMATION**

NAME \_\_\_\_\_

PHONE (     ) \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ HOME  
☐ OFFICE

CITY/STATE \_\_\_\_\_

ZIP \_\_\_\_\_

**PAYMENT INFORMATION**


 \$

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EXP. DATE \_\_\_\_\_

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**RETURN TO:**
**Greater San Diego Association of REALTORS®**  
 4845 Ronson Court, San Diego, CA 92111  
 Education@sdar.com

**Fax: (858) 715-8088 | Phone: (858) 715-8040**

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