

# PROSPECTING

DO YOU HAVE THE SKILLS, TOOLS, AND  
DETERMINATION TO MAKE IT WORK?



**P**rospecting done right can actually be fun and can have a huge impact on your revenue. It doesn't take a suit of armor and great courage to deal with the fear of rejection during prospecting. Just keep an open mind to challenge the old school of sales and the myths of prospecting. Sales is a contact sport, and prospecting for new business is the name of the game! Are you ready to play?

## TOPICS COVERED

- Getting started
- Determining who the best prospects are
- Knowing where to find the prospects
- Knowing what to say
- Meeting goals and problem solving
- Dealing with rejection

## PROFESSIONAL ADVANTAGE

- Gain the competitive edge by knowing where to find prospects
- Increase productivity and revenue

## LOCATION

### KEARNY MESA SERVICE CENTER

#### Instructor:

John Altman, CCIM, CRS, CRB, SRS

**Monday, January 14, 2013**

#### Time:

1:00 p.m. – 4:00 p.m.

#### Check In:

15 minutes prior to start

#### Location:

SDAR's KEARNY MESA SERVICE CENTER  
4845 Ronson Court, San Diego, CA 92111

#### Prices:

REALTOR® Plus Members ..... \$21.25  
SDAR REALTORS® ..... \$25  
All Others ..... \$39

#### Sponsor: # 0282

Credit: 3 Consumer Service

Register online at [www.sdar.com](http://www.sdar.com)

☐ **Yes, sign me up for Prospecting**

☐ **Yes, I have read the Cancellation Policy. Initial** \_\_\_\_\_

If you have taken SDAR's Prospecting class anytime in the past 12 months, you may audit this class for \$15. (No DRE credit)

Name: \_\_\_\_\_ Member #: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Home ☐ Office Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

☐ Check ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

Amount: \_\_\_\_\_ Signature: \_\_\_\_\_

**Return to: Greater San Diego Association of REALTORS® • 4845 Ronson Court, San Diego, CA 92111 • Phone: (858) 715-8040 • Fax: (858) 715-8090**

Cancellation Policy: Reservations for programs requiring payment will not be processed until payment is received. If you must cancel your reservation, a full refund will be issued if cancellation is received, in writing, three (3) business days prior. SDAR reserves the right to cancel or reschedule any program. If cancellation occurs, SDAR will issue a full refund. In the event of rescheduling, SDAR will send immediate notification and transfer all reservations (including payments) to the new date.

