

Experienced Sales Associate Development Path

CLASS	DELIVERY	DESCRIPTION
BUSINESS PLANNING	Virtual or Live, In-Office	Agents often see themselves as just salespeople rather than business owners. Shifting the mindset requires vision, goal setting and a solid plan to focus on key activities that drive results. Agents create a success plan for the next 12 months as well as forecast and plan where they want to be next year, three years and five years. WHERE: C21university.com > BROWSE COURSES
LEADGEN21 Series - SOI - Swiftest Opportunity for Income	Live, In-Office, Virtual	The LEADGEN21 Course Series is designed to help sales associates who are familiar with prospecting add another dimension to their efforts using the “infinite loop” where networking, marketing and various forms of prospecting all support each other at the different stages of a consumer’s readiness level. The LEADGEN21 system will add structure and accountability to an agent’s existing business.
GO LIST!	Live, In-Office, Virtual Live-Online or Blended	GO LIST! Is a robust listing training program for experienced agents. It is expected that agents enrolled in this course have successfully completed X•CELLERATE or closed two residential listing side transactions . This course is offered virtually as well as a full-day learning event with 25+ participants or more. It can also be delivered as a half-day event with the Training Manager continuing the content delivery in the office (2 modules). When the class is delivered as a full-day event, we invite the Training Managers to continue the momentum over the next 4-weeks with weekly DIY Expert Workshops reinforcing the activities learned in class as well as coordinate agent “Clashes” or mini-competitions using REscoreboard.com to drive listing activities at the office level. WHERE: C21university.com > BROWSE COURSES
WORKING WITH BUYERS	Live Event or In-Office	Working with Buyers is a full day live course which focuses on putting listings first by leveraging systems, tools and resources to better manage an Agent’s time when working with buyers to find “the one” in less time while still delivering a stellar home-buying experience. This course can be delivered live in large metros with 25+ participants or in an office by the Training Manager. WHERE: C21university.com > BROWSE COURSES
COACH21	In-Office	COACH21 maximizes focus on business goals, lead generation activities and closings. It’s easy to get off track with seasonal selling surges as well as day to day administrative tasks. This program is delivered in-office by the Broker, Manager or Training Manager with the purpose of driving productivity efforts with a reporting and accountability component. WHERE: Check with your Sales Manager.
LEVEL UP PODCASTS <i>HOSTED BY GREG HARRELSON</i>	Self-Study	From Agent to Entrepreneur Audios. Top Producers and High Performing Entrepreneurs share best practices on their rise to greatness and how they remain at the top of their game. https://theleveluppodcast.podbean.com/
NAR DESIGNATIONS AND CERTIFICATIONS	Virtual, Live-Online	Take some of the most popular NAR Designation Courses from the comfort of your office at an affordable price with engaging instructors who understand today’s market and the opportunities it affords today real estate professionals. ABR, SRES, RSPS, MRP. WHERE: C21university.com > BROWSE COURSES
HOW TO VIDEO LIBRARY	Self-Study	Video streaming experience with snack-sized Learning delivered on your schedule, your way. Watch as C21 Top Practitioners share their business best practices. WHERE: C21university.com > HOW TO VIDEO
LIVE EVENTS	Live	ONE21, Top Agent, Leadership and Regional Events offer a variety of Learning experiences that you can enjoy live, in-person. WHERE: 21Online & Century21Events.com
COMMERCIAL	Virtual	The Accredited Commercial Advisor (ACA) course provides commercial agents with 12 hours of training on a variety of commercial topics designed to help agents develop their skills, knowledge and business acumen. Learn more about the CMA Event held every Fall for learning and networking. WHERE: C21university.com > BROWSE COURSES

