

***SHIFT*: The 24 Topics**

In the current market, *SHIFT* is a crucial tool agents are utilizing to position their business for success. For team leaders, *SHIFT* is the key to synergistic issue-oriented consulting and successful recruiting and retention of all levels of agents.

There are 24 key topics proven to “speak to” all real estate professionals. These topics (see table below) address key issues real estate professionals are dealing with.

Each topic has associated pages in *SHIFT*:

- Consider these as golden pages.
- Commit them to memory.
- Tab them.
- Be prepared to share them with your peers and recruits.

Topic	Pg(s)	What You Need to Know ...
1	13	The Law of Equilibrium
2	32	The Cost Plus Principle
3	38	The Six Core Competencies of a Business
4	42-43	Seven Steps to Talent Shift
5	44	Talent Scouting in Four Steps
6	58	The Two Ms of Lead Generation
7	75	Time Blocking – Three Things for Success
8	79	Anatomy of Three Hours a Day
9	87	The Lead Conversion Process, Cultivating Leads for Future Conversion
10	95	The Six Connection Questions
11	100-102	Ten Classic Closes That Work
12	104	Cultivating Leads for Future Conversion
13	112	The Internet Lead Generation Model
14	146	Chasing the Market Graph
15	150	Tale of Two Markets Graph
16	156	Seven Maxims for Pricing in a Shifted Market
17	162	The 3P-2F Formula

SHIFT: The 24 Topics

Continued ...

Topic	Pg(s)	What You Need to Know ...
18	163	The Staging Model
19	178	Three Ways to Energize Buyer Urgency
20	188	Four Strategies to Overcome Buyer Reluctance
21	200	The Three Areas of Creative Financing
22	225	The Three Markets of the Moment
23	246	The Six Bulletproofing the Transaction Issues and Solutions
24	262	Bulletproofing Strategies