

Welcome to Step Ahead For Life Training! We are excited to have you join us!

Step Ahead For Life Training was designed for experienced Realtors® to guide them to take their careers to the next level. Top Realtors® know that the more they learn, the more they own. The real estate landscape is always changing. Sometimes an agent feels stagnant and loses focus or motivation. This curriculum is your solution! These courses will provide you with everything that you need to increase your knowledge, keep you on the cutting edge of techniques and technologies, and close more sales than ever before.

In addition to learning advanced skills, this course will keep the student motivated and excited about their career. The student will set their next level goals, learn about their personality, and learn how to understand the personalities and behavior traits of their clients.

Step Ahead Training Academy's curriculum has been designed by industry experts led by a curriculum writer with an MBA in Marketing and a PhD in Organizational Leadership. The learning paths use a proven system to teach real estate agents everything they need to know and do on a daily basis to be successful. Success in the program comes from the agent fully immersing themselves into the training and completing the courses as well as the activities assigned during the program.

You have had success in real estate. Now is the time to make you a top 10% producing Realtor®. You will get out of this program what you put into it. Give us your 100% just as we are committed to giving 100% to you and watch success happen!

Let's work hard and reach your goals!

To your Success!

A handwritten signature in black ink that reads "William M. Zeltman III". The signature is written in a cursive, flowing style.

William M Zeltman III, PhD, MBA
Broker Manager

Step Ahead For Life Syllabus

Week 1:

Date Completed

Monday:

ALG 101 Next Generation Networking and Value Proposition

Week 2:

Monday:

ALG 102 New Business Now

Week 3:

Monday:

ALG 103 Seller Success

Week 4:

Monday:

ALG 104 Buyer Success

Week 5:

Monday:

BDM 101 - Setting Up for Success

Week 6:

Monday:

BDM 102 - Creating a Posting Schedule

Week 7:

Monday:

BDM 103 - Content Management that Works

Week 8:

Monday:

BDM 104 - Converting Followers to Clients

Week 9:

Monday:

BDM 105 Artificial Intelligence for Realtors

Week 10:

Monday:

AMT 102 - Your Value Proposition

Week 11:

Monday:

PTE 103 - Understanding Others Personality Profiles

Week 12:

Monday:

PTE 104 - Understanding Responses with the Results Models

Week 13:

Monday:

BRB 101 Building a Referral Business

Week 14:

Monday:

BRB 102 Servicing Your Referral Business

Week 15:

Monday:

BRB 103 B2B Referral Business Strategies

Week 16:

Monday:

BRB 104 Networking Success for Realtors

Week 17:

Monday:

OHS 101 Objection Handling

Week 18:

Monday:

OHS 102 Advanced Objection Handling

Week 19:

Monday:

OHS 102 Breakout Session Part 1

Week 20:

Monday:

OHS 102 Breakout Session Part 2

Week 21:

Monday:

OHS 103 The Pricing Conversation

Week 22:

Monday:

OHS 104 Renewing Expired Listings

Week 23:

Monday:

PFS 105 Overcoming the Fear of the Phone**

Week 24:

Monday:

CSS 101 Servicing Listings to Sell

Week 25:

Monday:

CSS 102 Servicing Listings to Sell – Virtual Tours

Week 26:

Monday:

CSS 103 Seller Communication Plan

Week 27:

Monday:

CSS 104 The Art of Negotiating

Week 28:

Monday:

AMT 104 - Working with a Team

Week 29:

Monday:

AMT 105 - Teams that Dominate

Week 30:

Monday:

The Five Dysfunctions of a Team

Week 31:

Monday:

Annual Business Planning Seminar

Week 32:

Monday:

Annual Business Planning Workshop

Week 33:

Monday:

Annual Business Planning Workshop

Week 34:

Monday:

Annual Farming Planning Workshop

Week 35:

Monday:

Annual Farming Planning Workshop

Week 36:

Monday:

Success Through the Holidays

Week 37:

Monday:

YNL 101 Your Next Level
