

7300 Metro Boulevard, Suite 120  
Minneapolis, Minnesota 55439

Phone: 800-822-4221, 952-835-4477 Fax: 800-822-2716

E-mail: [info@davidknox.com](mailto:info@davidknox.com)

DKP Inc.: [www.davidknox.com](http://www.davidknox.com)

Online Training: [www.realestatetrainingbydavidknox.com](http://www.realestatetrainingbydavidknox.com)

Consumer videos: [www.realestateconsumervideos.com](http://www.realestateconsumervideos.com)

## RETdk Topic List for January 2012

NOTE: the most recent uploads are in **bold type**

### **KNOX FIRST TUESDAY (KFT)**

- KFT01 Get Your Buyers to Buy Now
- KFT02 Questions That Turn Prospects into Clients
- KFT03 How to Cure P.D.S. Pricing Denial Syndrome
- KFT04 No Difference? No Deference.
- KFT05 Managing Expectations
- KFT06 Separate Pricing from Listing
- KFT07 Values Based Goal Setting
- KFT08 The Upside-Down Seller
- KFT09 Open House Techniques That Secure Buyers
- KFT10 New Year Action Plan
- KFT11 Negotiating Low Offers
- KFT12 Securing Higher Offers
- KFT13 Seller Motivation: Sell or Stay
- KFT14 Mastery of the Game of Selling
- KFT15 Overview of the Short Sale
- KFT16 The Low Appraisal & the HVCC
- KFT17 Answer the %#^@ Phone!
- KFT18 Fall Back Into the Game
- KFT19 Client and Charitable Giving
- KFT21-1 How to Enhance Your Five Equities (part 1)
- KFT21-2 How to Enhance Your Five Equities (part 2)
- KFT22 Managing Leads
- KFT22s Call Logs and Automated Systems
- KFT23 Prepare Buyers to Buy
- KFT24 Seven Steps to Building Rapport
- KFT25 Life After the Tax Credit
- KFT26 Creating Unique Selling Propositions
- KFT27 Ten Ways to be The One
- KFT28 Facebook Group Page for Expired Listings
- KFT29 Results vs. Reasons
- KFT30 Generational Marketing Part 1
- KFT30 Generational Marketing Part 2

KFT31 Pre-Listing Inspections  
KFT32 Keeping Sellers Happy in an Unhappy Market  
KFT33 Make 2011 a Good Year  
KFT34 Discover Your Personal Values  
KFT35 You Make the Call  
KFT36 Cold Calls, Bold Calls  
KFT37-1 Managing the Non Urgent Buyer, with Barry Berg, Part 1  
KFT37-2 Managing the Non Urgent Buyer, with Barry Berg, Part 2  
KFT38 Extreme Property Preparation  
KFT39 P.D.A. Perseverance, Discipline, Action  
KFT40-1 Ask for the Order, Part 1  
KFT40-2 Ask for the Order, Part 2  
KFT41 Are You a Messenger or a Negotiator?  
KFT42-1 Ten Tips for Better Showing, Part 1  
KFT42-1 Ten Tips for Better Showing, Part 2  
KFT43-1 The Buyer Side of Short Sales, Part 1  
KFT43-2 The Buyer Side of Short Sales, Part 2  
KFT43-3 The Buyer Side of Short Sales, Part 3  
KFT44-1 Six Steps to Successful Short Sales, Part 1  
KFT44-2 Six Steps to Successful Short Sales, Part 2  
KFT45-1 The Short Sale Seller Interview, Part 1  
KFT45-2 The Short Sale Seller Interview, Part 2  
**KFT46 Three Positive Outcomes of Activity**

### **THE MENTOR SERIES II® (MS)**

MS01-1 Introduction to Prospecting  
MS01-2 Questioning Skills  
MS01-3 Who is Ready, Willing & Able  
MS02-1 Convert Sign and Ad Calls  
MS02-2 Establish a Referral System  
MS03-1 Open House: Create Traffic, Preparation  
MS03-2 Open House: Rapport, Debrief, Appointment  
MS04-1 FSBO: Things Not to Do, Making Contact  
MS04-2 FSBO: Follow up, Qualifying, Listing  
MS05-1 Expired: Understand and Contact Expireds  
MS05-2 Expired: Questions at First Meeting  
MS06-1 Preparation for the Listing  
MS06-2 Establish Trust & Determine Motivation  
MS07-1 How to Open a Listing Presentation  
MS07-2 Acceptance & Marketing Plan  
MS07-3 Close for the Listing  
MS08-1 Categories of Resistance  
MS08-3 Commission Objections  
MS09-1 Separate Listing from Pricing, Present the CMA  
MS09-2 Respond to Pricing Objections  
MS10-1 The First Meeting, Needs & Motivation  
MS10-2 Financial Qualifying & Prepare Buyers to Buy  
MS11-1 Showing Sequence and Guidelines

MS11-2 Closing, Purchase Agreement  
MS12-1 Negotiation Strategies, Presenting the Agreement  
MS12-2 Coop offers, Counter Offers, Customers for life

## **REAL ESTATE LIVE® (RL)**

RL01-1 Be There, Sources, Follow Up, Systematic  
RL01-2 Contact Management, Referrals  
RL01-3 Real Touch Promotions  
RL01-S1 New Agents: Getting Started with Prospecting  
RL01-S2 Top Ten Tips for Contact Management  
RL01-S3 Trees for Toys - Marty Siegel  
RL02-1 CMA, Rules, Importance of Pricing  
RL02-2 Criteria for Value, Objective Standard  
RL02-3 Adjusting Differences, CMA Summary  
RL03-1 Need Satisfaction Selling, Interview Skills, Motivation  
RL03-2 Motivations, Expectations, Readiness to List  
RL03-S1 REALcoach  
RL03-S2 The Art of Active Involvement - Connie Podesta  
RL04-1 Need-Feature-Benefit, REALmarketing  
RL04-2 REALmarketing Steps 1-4  
RL04-3 REALmarketing Steps 4-8  
RL04-S1 Powerful Pre-Listing Package Ideas  
RL04-S2 RESPA with Oliver Franconia  
RL04-S3 REALcoach  
RL04-S4 Legal Aspects of Inspections, Oliver Frasca  
RL05-1 Time to Get Help, The First Hire  
RL05-2 Building a Team, Managing and Leading  
RL05-3 Systems, Administration  
RL05-S1 Howard Brinton interview Take Business to Next Level  
RL05-S2 Take Your Business to the Next Level, Howard Brinton  
RL05-S3 First-Hire by with Bob Corcoran  
RL05-S4 Extended DISC®  
RL06-1 Buyer Counseling, Agency, Expectations, Urgency  
RL06-2 Needs & Motivation, Financial  
RL06-3 Agency and Loyalty, Prepare them to Buy, Showing  
RL06-S1 Financial Qualifying Interview  
RL06-S2 Financial Qualifying with Debbie Morris  
RL07-1 Dynamics of a Changing Market, Seller Motivation  
RL07-2 Pricing: Seller Education  
RL07-3 Absorption Rate, Price Reductions, Upside Down Sellers  
RL07-S1 REALcoach session with David  
RL07-S2 Living Large on Referrals  
RL07s David Counsels a Seller  
RL08-1 Growing the Business, Referrals  
RL08-2 Generating Leads, Prospecting, Marketing  
RL08-3 Securing Listings, Pricing & Commission Objections  
RL08-4 Working with Buyers, Showing  
RL08-5 Managing the Business, Systems, Staff, Goals

RL09-1 Closing, Assertive vs. Aggressive, Closing Mistakes  
RL09-2 Establishing Needs, Implied Consent  
RL09-3 Trial Closing, How to Close, Types of Closes  
RL09-S1 Russell Williams Listing Part 1 of 4  
RL09-S2 Russell Williams Listing Part 2 of 4  
RL09-S3 Russell Williams Listing Part 3 of 4  
RL09-S4 Russell Williams Listing Part 4 of 4  
RL10-1 Anticipate, The PAID Method, Pause  
RL10-2 Acknowledge, Isolate, Discover  
RL10-3 Attitudes of Resistance, Answering Objections  
RL10-S1 Loan Fraud by Oliver Frasca  
RL10-S2 Discovering Buyer Objections, Connie Podesta  
RL10-S3 REALcoach with James Robinson  
RL11-1 Social Media & Networking, How to Use  
RL11-2 Social Media, Facebook & Fan Pages  
RL11-3 Social Media, LinkedIn, Twitter, Youtube  
RL11-S1 Facebook Fan Pages by Brad Hanks  
RL11-S2 Measuring Your Web Footprint by Brad Hanks  
RL11-S3 REALtalk on Social Media, Brad Hanks  
RL11-S4 Roggow Article 12  
RL12-S1 Two/One Buydown by Pat Zaby  
RL12-S2 ARM Financing by Pat Zaby  
RL12-S3 Financial Benefits of Owning by Pat Zaby  
RL12-S4 Overcome Buyer Objections with Financing Information by Pat Zaby  
RL13-1 Targeting Trends, Thom Winner  
RL13-2 Distinctive Value, Thom Winner  
RL14-1 Health and Energy Management – a Wise Investment in Your Business, by Kate Larsen  
RL14-2 Health and Energy Management – The Game Plan, interview with Kate Larsen  
RL15-1 The Pricing Showdown, Seller Counseling Interview  
RL15-2 The Pricing Showdown, Initial Pricing Discussion  
RL15-3 The Pricing Showdown, Present the CMA and Secure Decision  
**RL16 How to Be a Freaking Sales Animal, Verl Workman**  
**RL17-1 Using the FHA 203k Loan, Part 1, Jocelyn Predovich**  
**RL17-2 Using the FHA 203k Loan, Part 2, Jocelyn Predovich**

### **Live Seminar Series (LS)**

*This curriculum is new effective September 2011 and contains footage taped in front of a live seminar audience. This allows you to experience the dynamics and energy of attending a live event.)*

LS01-1 Market Challenges, Pricing Listings in a Buyer's Market  
LS01-2 Pricing Denial Syndrome, Pricing Listings in a Buyer's Market  
LS01-3 The Pricing Intervention, Pricing Listings in a Buyer's Market  
LS01-4 Separate Listing from Pricing, Pricing Listings in a Buyer's Market  
LS01-5 Seller Motivation: Sell or Stay?, Pricing Listings in a Buyer's Market  
LS01-6 Why Sellers Should Sell, Pricing Listings in a Buyer's Market  
**LS01-7 Present Market Data, Pricing Listings in a Buyer's Market**  
**LS01-8 Demonstrate Dramatically, Pricing Listings in a Buyer's Market**  
**LS01-9 Price Reduction & Objections, Pricing Listings in a Buyer's Market**

## **KNOX MANAGEMENT TRAINING (KMT)**

*This curriculum is available only to Administrators and their designated management team.*

- KMT-01 It's a Manager's Market
- KMT-02 Management Philosophy: Interview Sharry Schmid
- KMT-03 Decruiting: Why and Why Not
- KMT-04 Decruiting: How to Fire
- KMT-05 Decruiting: Berwald Interview
- KMT-06 Decruiting: Schmid Interview
- KMT-07 Thirty Day Up or Out Plan
- KMT-08 Thirty Day Up or Out, Schmid Interview
- KMT-09 The Recruiting Game - Sources, Contact, Follow Up
- KMT-10 Recruiting Hit List, Peggy McNamara
- KMT-11 Recruiting Methods, Lance Berwald
- KMT-12 Recruiting: Making Contact, Lance Berwald
- KMT-13 Recruiting: Experienced Cycle, Sharry Schmid
- KMT-14 Recruiting: Experienced Agent Cycle, Lance Berwald
- KMT-15 New Agent Hiring Cycle, Sharry Schmidt
- KMT-16 Recruiting, New Agent Cycle, Lance Berwald
- KMT-17 Recruiting: Experienced Agents, Peggy McNamara
- KMT-18 Recruiting Interview Demonstration, Lance Berwald
- KMT-19 Recruiting: Build Trust and Rapport, David Knox
- KMT-20 Follow-up Strategies
- KMT-21 Recruiting-Determine Agent Motivation by David Knox
- KMT-22 Recruiting-Unique Selling Propositions, Decisions by David Knox
- KMT-23 Recruiting-Compensation by Lance Berwald
- KMT-24 Model-Practice-Feedback, Part 1
- KMT-25 MPF Coaching Demonstration with James Robinson, Part 1
- KMT-26 MPF Coaching Demonstration with James Robinson, Part 2
- KMT-27 Model-Practice-Feedback, Part 2
- KMT-28 Feedback Coaching; Advice, Sources
- KMT-29 Feedback Coaching; Guidelines
- KMT-30 Feedback Demonstration; Agent attitude
- KMT-31 Feedback Demonstration; Open house results
- KMT-32 Feedback Coaching; Courage to confront
- KMT-33 Servant Leadership by Paul Herr, author of "Primal Management"
- KMT-34 The Five Motivational Hot Buttons, #1-2, Paul Herr
- KMT-35 The Five Motivational Hot Buttons, #3-5, Paul Herr