

## REALTORS® Signature Series Speakers Bureau

# Paul Waters, CCIM, SIOR, CRE, FRICS



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**Speaker fee:** \$2,500.00

**Course Length:** up to 4 hours

### BIO

As Executive Managing Director – Brokerage, the Americas, Paul Waters is responsible for business development and client relationships among major corporate end users of office and industrial space. Paul possesses more than 20 years of experience across multiple disciplines within the commercial real estate industry, with extensive expertise in the industrial and office representation sector. Prior to joining NAI Global, he was the Senior Managing Director of CB Richard Ellis' (CBRE) North American Industrial Services.

### COURSE DESCRIPTIONS

#### Metric Selling and Your Value Prop

Decision makers desire metric and cost analyses to best determine the right professionals for any and all assignments. The tools and narrative depicted within this module will provide the audience with differentiating components for a successful new business pitch.

#### Reds & Blues

Knowing your audience and the mindset of the decision makers within your prospective client market is essential for all real estate professionals. Is your stakeholder a Red (strategically) or a Blue (tactical) decision maker? This course will provide the differentiating characteristics of each type of stakeholder.

#### Know Your Competition

Real estate professionals need to know their competition. How they sell, who leads their presentations, what's their value proposition? How they depict you and sell against you are all important as the content of your presentation. Your competition will dissect and reviewed noting their strengths and weaknesses.

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**Best in Class Presentations**

Presentations make or break your ability to win....your content; your message, your value prop and the *close* are all you need for a successful presentation. What mediums are most effective? What length commands audience attention? This module will provide the best-in-class components for winning presentations

**Target Penetration**

Cold calling methods and targeting can determine success or failure. Knowing who to call, who to target and penetrating at varying levels at each prospective client's hierarchy can make the difference to gaining access or receiving same rejection and response and winning and losing.

*Note: Any and all of these modules may be presented on an integrated basis*