LIVE · VIRTUAL · SIX WEEKS · SMALL GROUP

Appointment Mastery Live Cohort™

Build It. Practice It. Walk In Ready.

Six weeks of live Zoom sessions covering all eleven modules of the Appointment Mastery system, rebuilt from the ground up with a group of peers, real-time coaching, and a live role-play week at the end. Every script and dialogue is built on psychology and NLP (Neuro-Linguistic Programming). You don't just learn the framework. You build your version of it, with feedback, in real time.

6	90 Min	15-25	~~$997~~ $697
LIVE ZOOM SESSIONS	PER SESSION	AGENTS PER COHORT	FOUNDING PRICE

> *You came in with a presentation. You will leave with a listing consultation that wins. Built with a group, coached in real time, tested under pressure before you ever use it for real.*

WHY LIVE CHANGES EVERYTHING

What a recording can't do

The self-paced course gives you the framework. The cohort gives you feedback on what you build, accountability to finish it, and reps under pressure before a real appointment is on the line.

Real-Time Coaching

When you draft your pricing dialogue in Week 4, Jeffrey is in the room to tell you what is missing before you practice it wrong. Live feedback changes behavior. Recorded video does not.

Peer Learning

You hear other agents' objection responses, pricing conversations, and closes. You learn as much from the room as from the instructor, and the community keeps you accountable between sessions.

Live Role-Play Week

Week 6 is pure application. You run your rebuilt consultation in front of the group. Jeffrey stops, coaches, and refines. Reps under pressure are what turn a new structure into second nature.

WHAT YOU WALK AWAY WITH

- ✓ A complete listing consultation built session by session: your version, not a template
- ✓ Pricing framework with the exact dialogues for Aspirational, Perceived, and Event Pricing
- ✓ Your own CDSI Communication Profile™ and the luxury seller layer from Session 2
- ✓ The Ultimate Listing Consultation: every script, dialogue, and presentation from all eleven modules
- ✓ Objection playbook and full-fee commission defense, drilled under pressure before you use it
- ✓ Session replays kept forever and private community access with the cohort group

Jeffrey Scott Stanton COACH · CONSULTANT · ADVISOR

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WHO BUILT IT

Jeffrey Scott Stanton

30 years of experience, thousands of consultations, and working with thousands of agents across the country.

10+ years leading learning and development for one of the largest luxury brokerages in the United States.

- REEA Educator of the Year 2022
- Doctorate in Clinical Hypnotherapy
- Master Practitioner of NLP

THE SIX SESSIONS

One phase per week. One consultation built.

Every session follows the same rhythm: recap, live teaching, guided build exercise, Q&A and hot seat. By Week 5 your consultation is built. Week 6 makes it automatic.

01 Priming, Opening and the First Five Minutes — 90 MIN

Pre-listing package, pre-appointment communication, seller expectation-setting, the first 60 seconds, and consultation control. **Build:** your priming sequence and opening script.

02 Reading Seller Signals and Adapting Communication — 90 MIN

Communication styles, representational systems, and the CDSI framework for adapting your language to the seller in front of you. You are profiled too, so you know your default style and where it clashes. Includes the luxury seller layer. **Build:** your behavioral-adaptation guide.

03 Discovery and the Buyer Universe Marketing Conversation — 90 MIN

Discovery questions that surface motivation, pain, and urgency, plus the Buyer Universe Model reframing marketing as who you are targeting. Workshopped on real listings from the group. **Build:** your discovery sequence and marketing consultation flow.

04 Pricing Strategy and Market Dynamics — 90 MIN

Aspirational, Perceived, and Event Pricing with the exact dialogues for each, plus the macro-to-micro market-dynamics conversation and the pre-framed price-reduction script, customized live to your market data. **Build:** your pricing framework and dialogues.

05 Objections, Commission Defense, Closing and Listing Launch — 90 MIN

The objection responses for every scenario you actually face, drilled in rapid-fire rounds, the full-fee defense under pressure, Why Sellers Say Yes closing system, and the listing launch sequence. **Build:** your objection playbook and close.

06 Live Role-Play and Hot Seats — 90 MIN

No new content. Volunteers run their complete rebuilt consultation while Jeffrey coaches in real time. Every agent watches, takes notes, and learns from the reps. The session that makes it stick.

Between Sessions

Application Assignment
Build your phase of the consultation before the next session.

Group Community
Private group chat for questions, accountability, and peer feedback.

Session Replay
Every session recorded so you can re-watch any phase at any time.

POWERED BY

R2R Diagnostic™
Identifies the behaviors driving, or blocking, your appointment.

5 Growth Models™
Matches the consultation you build to the business you run.

CDSI Communication Profile™
Reads sellers, profiles you, and tunes every dialogue, including the luxury layer.

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PRICING

Founding cohort. Limited seats.

Both formats cover all eleven modules. The difference is what happens to what you build: on your own it stays a first draft, in the cohort it gets coached, drilled, and pressure-tested before a real listing is on the line.

START ON YOUR OWN

Appointment Mastery Self-Paced

$397

One-time · On demand · Lifetime access

All eleven modules as an on-demand course. You build your consultation independently, at your pace.

- All eleven modules, on demand
- Guided build exercise every module
- Starter scripts and templates for every phase
- Lifetime access, including all updates
- $397 credits toward the Live Cohort

LIVE COHORT ADDS

- → 6 live Zoom sessions with real-time coaching
- → Your own CDSI Communication Profile™
- → Luxury seller framework
- → Rapid-fire objection drills and pressure rounds
- → Live role-play and hot seats in Week 6
- → Session replays and private cohort community

FOUNDING COHORT · LIMITED SEATS

Appointment Mastery Live Cohort

~~$997~~ **$697**

FOUNDING PRICE · $997 after the founding cohort closes · 6 sessions · 90 min each

All eleven modules taught live, built with a group, coached in real time, and drilled before you use it for real.

- All eleven modules, taught live
- 6 live Zoom sessions (90 min each)
- Guided build exercise every session
- Starter scripts and templates for every phase
- Your own CDSI Communication Profile™
- Luxury seller framework included
- Rapid-fire objection drills and pressure rounds
- Live role-play and hot-seat Week 6
- Session replays, yours to keep forever
- Private cohort community access
- Complete listing consultation built by end of course

Where it sits in the Appointment Mastery system

SELF-PACED	LIVE COHORT	CORE INTENSIVE	FLAGSHIP INTENSIVE
$397	~~$997~~ $697	~~$1,999~~ $1,499	~~$2,499~~ $1,999
Build it yourself, no feedback	Six sessions, taught live, drilled with a group	The six sessions, 1-on-1 on your presentation	Eight sessions, 1-on-1, real-world tested

Want it fully customized? The 1-on-1 Intensive runs these same six sessions privately on your specific presentation, rebuilt page by page. Flagship adds a live simulation and a real-world implementation review. Cohort graduates receive priority booking.

CLAIM A FOUNDING SEAT

One cohort at this price. 15-25 seats. Then it's gone.

Founding price $697, then $997. Enroll at jeffreyscottstanton.com or email info@jeffreyscottstanton.com

Book Your Call

calendly.com/jeffreyscottstanton

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