THE ULTIMATE LISTING CONSULTATION

# Appointment Mastery™

*Master the Conversation. Win the Listing.*

A consulting and coaching program for the listing consultation, from the first pre-listing touch to the post-close referral. Every script and dialogue is built on psychology and NLP (Neuro-Linguistic Programming), engineered around how sellers think, feel, and decide. One system, three ways to learn it.

| 30 Years | 10+ Years | 3 Formats | From $397 |
|---|---|---|---|
| OF EXPERIENCE | LEADING LEARNING & DEVELOPMENT | SELF-PACED · COHORT · 1-ON-1 | CHOOSE YOUR LEVEL |

> *The self-paced course gives you the framework. The cohort gives you a group to build it with. The Intensive builds it with you, on your presentation, in your voice.*

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

YOUR OPTIONS

## Same methodology. You choose how much is built with you.

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

FOUNDING COHORT · LIMITED SEATS

### Appointment Mastery Live Cohort

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

**FOUNDING PRICE, ONE COHORT** · 6 live sessions · 90 min each · 15-25 agents

*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
- Your own CDSI Communication Profile™ and luxury seller framework
- Rapid-fire objection drills and pressure rounds
- Live role-play and hot-seat Week 6
- Session replays and private cohort community

### All four levels at a glance

| 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 |

*Every level delivers the Ultimate Listing Consultation: every script, every dialogue, and a complete listing presentation from all eleven modules.*



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THE 1-ON-1 INTENSIVE

# Built with you, on your presentation

Both tiers are 1-on-1 and deliver the complete three-phase listing operating system. Flagship adds two sessions: a live simulation and a real-world implementation review.

NOT SURE WHERE TO START?

## Listing Consultation Mastery™ Audit

A 90-minute working session that audits your current listing presentation and pinpoints exactly where listings are being lost: pricing, commission, confidence, communication, or process.

90-minute session · Presentation review · Appointment Scorecard™ · Prioritized action plan

**$997**

100% credited toward the Intensive within 30 days

CORE · 1-ON-1

## Intensive: Core

~~$1,999~~ **$1,499**

FOUNDING PRICE, FIRST 10 CLIENTS · Audit + 6 sessions · ~7.5 hours

*For the agent who has a working appointment and wants it sharpened. The six sessions of the Live Cohort, run privately on your presentation.*

- Priming, opening & the first five minutes
- Reading seller signals & adapting your communication
- Discovery & the Buyer Universe marketing conversation
- Pricing strategy & market dynamics (full session)
- Objections, commission defense, closing & listing launch
- Role-play of your rebuilt consultation, coached live
- Ultimate Listing Consultation customized to your market

FLAGSHIP ADDS

- → Session 7: live simulation against multiple seller archetypes
- → Session 8: implementation review after real-world use
- → Full behavioral dialogue matching (CDSI)

FLAGSHIP · 1-ON-1 · RECOMMENDED

## Intensive: Flagship

~~$2,499~~ **$1,999**

FOUNDING PRICE, FIRST 10 CLIENTS · Audit + 8 sessions · ~9.5 hours

*For the agent who wants to perform at a higher level: hold full fee, lead the pricing conversation, and run the system until it is automatic.*

- Priming, opening & the first five minutes
- Reading seller signals, with full behavioral dialogue matching (CDSI)
- Discovery & the Buyer Universe marketing conversation
- Pricing strategy & market dynamics (full session)
- Objections, commission defense, closing & listing launch
- Role-play of your rebuilt consultation, coached live
- Session 7: live simulation vs. multiple seller archetypes
- Session 8: implementation review after real-world use
- Ultimate Listing Consultation fully built and real-world tested

### How the levels connect

- Your $397 Self-Paced investment credits toward the Live Cohort
- Live Cohort graduates receive priority booking for the Intensive
- The $997 Audit is credited in full toward either Intensive

POWERED BY

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

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

**CDSI Communication Profile™**
Reads sellers, profiles you, and tunes every dialogue to match.

YOUR NEXT STEP

## Not sure which level fits? Book a call.

Or enroll at jeffreyscottstanton.com, or email info@jeffreyscottstanton.com

**Book Your Call**

calendly.com/jeffreyscottstanton


**Jeffrey Scott Stanton**

COACH · CONSULTANT · ADVISOR

DCH · GSI · MNLP · ITI · REEA EDUCATOR OF THE YEAR

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