LEARN AT YOUR OWN PACE · START ANYTIME

Appointment Mastery Self-Paced™

The Framework. The Scripts. Built by You.

Eleven modules that walk you through building your complete listing consultation, every script and dialogue grounded in psychology and NLP (Neuro-Linguistic Programming) and engineered around how sellers actually decide. You watch, you build, you keep it for life.

11	On Demand	Lifetime	$397
COURSE MODULES	START ANYTIME	ACCESS TO ALL UPDATES	ONE-TIME INVESTMENT

> *The podcast teaches you the concept. This course makes you build it. By the time you finish, you have a complete first draft of your listing consultation ready to use.*

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

WHAT MAKES THIS DIFFERENT

More than video lessons

Every module pairs the teaching with a guided application exercise. You don't just understand the framework: you build your version of it before moving to the next module.

Guided Application

Every module ends with a build exercise. You draft your opening, your discovery questions, your pricing dialogue. The course forces you to create, not just consume.

Psychology-Based Scripts

Every script and dialogue is built on psychology and NLP (Neuro-Linguistic Programming): language engineered to match how sellers process information and make decisions, not generic lines anyone could write.

Lifetime Access

The course and all future updates are yours to keep. Return to any module when you win a difficult listing, face a new objection, or want to sharpen a specific phase.

POWERED BY

R2R Diagnostic™
Reads what drives or blocks your appointment.

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

CDSI Communication Profile™
Tunes every dialogue, grounded in NLP.

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THE CURRICULUM

Eleven modules. One complete consultation.

Each module covers one phase of the appointment, teaches the framework, and ends with a build exercise. Finish all eleven and you have a full listing consultation from pre-listing to post-close.

01 Priming the Appointment
What you say before you walk in. Pre-listing package, pre-appointment communication, and seller expectation-setting.

02 The First 60 Seconds
The psychology of first words. Opening script, trust-building, authority positioning, and agenda-setting.

03 The First Five Minutes
Rapport, discovery setup, consultation control, and trust acceleration before the presentation begins.

04 Reading Buyer and Seller Signals
Communication styles, representational systems, and how to adapt your language to the seller in front of you.

05 Who You Are Marketing To
The Buyer Universe Model. Reframing marketing as who you are targeting, not what you post.

06 Marketing Strategy
The seller marketing consultation, exposure strategy, and the buyer-targeting conversation.

07 Pricing Strategy
Aspirational, Perceived, and Event Pricing with the exact dialogues for each model.

08 Market Dynamics
The macro-to-micro framework. How to educate a seller on price and pre-frame the reduction conversation.

09 Listing Launch Strategy
Coming-soon, private, and public launch process. Setting expectations from day one.

10 Seller Commitment
Securing the listing, setting expectations, and the seller communication cadence post-signature.

11 Why Sellers Say Yes
The 7-Levels-Deep closing framework. The emotional side of the decision: why people hire the agent they hire.

WHAT YOU WALK AWAY WITH

A first draft of your complete consultation

By the final module you have built every phase. Not polished, that comes with reps. But structured, sequenced, and yours.

Pre-Listing Package Framework
Your priming sequence, pre-appointment communication, and seller expectation script.

Opening and Discovery Script
Your first 60 seconds and first five minutes, written in your voice.

Buyer Universe Framework
Your marketing consultation flow, who you're targeting and why it matters.

Pricing Dialogue Framework
Your version of the three pricing models with starter dialogues for each.

Objection Starter Scripts
Responses to the objections you actually hear, commission, price, competition, and timing.

Closing Framework
Your Why Sellers Say Yes sequence, the emotional close built from the 7-Levels-Deep methodology.

Ultimate Listing Consultation
Every script, every dialogue, and a complete listing presentation covering all eleven phases, built on psychology and NLP. You customize it to your market as you work through each module.

PRICING

The same system. Built yourself.

Appointment Mastery Self-Paced

The same eleven-module methodology Jeffrey teaches in the $997 Live Cohort, restructured so you build it on your own. Guided exercises, starter scripts for every phase, and the Ultimate Listing Consultation, every script, dialogue, and complete presentation from all eleven modules, yours for life. One listing won pays for it many times over.

$397 credits toward the Live Cohort if you upgrade

$397

One-time. No subscription.

IS THIS RIGHT FOR YOU?

A good fit if you...

- ✓ Learn well independently
- ✓ Have a flexible or unpredictable schedule
- ✓ Want the framework before committing to live coaching
- ✓ Are budget-conscious but want a structured system
- ✓ Want to move at your own speed through each phase

Start here, then step up when ready

- → Build your first draft self-paced, at your own speed
- → Move up to the Live Cohort for live coaching and group reps
- → Or the 1-on-1 Intensive to have it built and tested with you
- → Every dollar you spend here credits toward the next step
- → Same methodology at every level, you choose the support

Ready for more? Your $397 applies to the Live Cohort.

→ Complete the self-paced course, build your first draft, then bring it to the Live Cohort where you rebuild it with a group and get coached in real time. Your $397 credits toward the $997 seat, you pay $600 to upgrade.

START TODAY

Build your listing consultation on your schedule.

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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