Advanced Real Estate Sales and Client Conversion Course

18 – 22 January 2027
Madrid

AGILE LEADERS
Training Center

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Ref: 1036_176400 **Date:** 18 – 22 January 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Advanced Real Estate Sales and Client Conversion Course is a one-week advanced course for brokerage, developer sales, leasing, account, marketing, and sales-leadership teams, who leave with a Real Estate Sales Conversion and Client Plan. Participants apply real estate buyer segmentation, property lead qualification, consultative property discovery, CRM sales pipeline controls, and ethical client conversion. The course connects value propositions, presentations, negotiation, follow-up, and account development with truthful representation. Agile Leaders Training Center develops controlled real estate sales capability.

Who Should Attend

- Property sales teams responsible for prospecting, qualification, presentations, negotiation, and closing
- Brokerage teams responsible for buyer, seller, landlord, and tenant relationships
- Developer sales teams responsible for product positioning, inventory conversations, and client progression
- Leasing and account teams responsible for needs analysis, follow-up, retention, and referrals
- Sales leaders responsible for pipeline governance, coaching, forecasting, and conversion review

The course assumes participants already handle property prospects, listings, client communication, or sales pipelines and leaves local advertising, disclosure, consumer, data, and brokerage requirements to qualified review.

Departments and Industries

The course supports organizations that market, sell, lease, develop, finance, operate, or advise on property.

- Real estate brokerage, developer sales, leasing, and property marketing
- Residential, commercial, hospitality, retail, logistics, and mixed-use property
- Banking, mortgage services, insurance, and property-finance referrals
- Customer experience, contact centers, digital marketing, and account management
- Sales operations, business development, CRM administration, and performance analysis

Learning Objectives

By the end of this course, participants will be able to:

- Analyze property markets, buyer segments, needs, and decision factors
- Build prospecting, qualification, and channel plans
- Apply consultative discovery and evidence-based property presentation
- Evaluate objections, negotiation positions, and closing readiness
- Use CRM pipeline, follow-up, referral, and conversion controls
- Design ethical communication, disclosure, and account-development practices

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Course Agenda

Day 1: Market and Buyer Strategy

- Property Market, Product, and Buyer Segment Matrix
- Buyer Persona, Need, Motivation, and Constraint Profile
- Property Value Proposition and Evidence Canvas
- Financial and Nonfinancial Decision Factor Map
- Ethical Representation and Local Review Checklist

Day 2: Prospecting and Qualification

- Referral, Digital, Event, and Outbound Channel Plan
- Lead Source, Consent, and Contact Control Register
- Property Lead Qualification Scorecard
- Buyer Readiness and Decision-Party Map
- CRM Stage, Ownership, and Exit-Criteria Design

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Day 3: Discovery and Property Presentation

- Consultative Discovery Question Framework
- Client Need, Preference, and Constraint Record
- Property Matching and Shortlist Decision Matrix
- Feature-to-Benefit Presentation Evidence Sheet
- Viewing, Demonstration, and Next-Step Control Plan

Day 4: Objections, Negotiation, and Pipeline Control

- Real Estate Objection Diagnosis and Response Map
- Negotiation Interests, Options, and Concession Planner
- Offer, Counteroffer, Disclosure, and Decision Log
- Follow-Up Cadence and Client Communication Matrix
- Conversion Funnel, Forecast, and Account Review Dashboard

Day 5: Real Estate Sales Conversion Simulation

- Exercise: Segment and Qualify a Mixed Property Lead Set
- Exercise: Conduct Consultative Discovery and Property Matching
- Exercise: Present Evidence and Handle Buyer Objections
- Exercise: Negotiate, Record Disclosures, and Set Follow-Up
- Capstone Exercise: Real Estate Sales Conversion and Client Plan

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Practical Exercises

The course uses suggested activities that require participants to document decisions, communicate accurately, and manage a traceable sales process.

- Suggested activity: qualify property leads against needs, readiness, authority, and timing evidence
- Suggested activity: conduct a discovery conversation and build a supported property shortlist
- Suggested activity: respond to price, suitability, timing, and trust objections without unsupported claims
- Suggested activity: review a CRM pipeline and prioritize follow-up, conversion, and account actions

FAQs

Who suits advanced real estate sales and client conversion training?

The course suits experienced brokerage, developer sales, leasing, account, marketing, and sales-leadership professionals. It assumes regular work with prospects, property presentations, client relationships, or CRM pipelines and access to local compliance review.

How does advanced real estate sales training differ from property marketing training?

Advanced real estate sales training manages prospect qualification, discovery, matching, presentation, objections, negotiation, follow-up, and conversion. Property marketing training generally emphasizes market positioning, campaigns, content, media channels, and lead generation.

How should real estate professionals qualify property leads?

Real estate professionals should document the client's needs, decision parties, authority, property criteria, financial and nonfinancial constraints, readiness, timing, communication permission, source, next step, and unresolved questions without promising an outcome.

How can property sales teams handle buyer objections ethically?

Property sales teams should diagnose the concern, confirm facts, separate evidence from assumptions, disclose relevant limitations, present supported options, record commitments, avoid pressure or misrepresentation, and obtain local review where advertising, brokerage, consumer, or disclosure rules apply.

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Which CRM controls improve a real estate sales pipeline?

Useful CRM controls include defined stages, entry and exit criteria, lead ownership, consent records, dated next actions, evidence notes, source tracking, aging alerts, forecast assumptions, disclosure logs, lost-reason codes, conversion measures, and account follow-up.

Conclusion

Participants take back a Real Estate Sales Conversion and Client Plan linking segments, leads, needs, property evidence, CRM stages, objections, negotiation, disclosures, follow-up, metrics, and account actions. The plan creates a traceable sales process without performance guarantees. Teams can use it to coach conversations, prioritize pipelines, document decisions, and improve client continuity.