



REAL ESTATE ACADEMY

A Lee Woodward company

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Widely known within the industry as the ‘master of scripts and dialogues’, renowned sales and business trainer, Lee Woodward, is proud to launch his first book – What to Say, What to Send – scripts, dialogues, letters & questions.

Capturing years of research and feedback from industry professionals as well as those on the other side of the fence – the buyers and sellers – the book delivers a solid system of communication for every step of the sales journey, from generating the business and listing to managing your vendors and negotiating a sale.

As its title implies, Lee’s book presents you with suggested letters, emails, text for SMS messaging, scripts and dialogues, all within a very easy to read format. In fact you will find everything you need, in the order that you need it, for complete, consistent and professional communication, giving you a real point of difference at a time when it is more important than ever to stand ahead of the crowd.

Peter Rogan once said, *“Communication occurs when anything makes an impression or influences an attitude.”* Do it well, and you will connect with your clients like never before, attracting more referrals and repeat business than you ever thought possible. Do it badly or worse still, not at all, and you will alienate your buyers and sellers very quickly.

Being easy to carry with you wherever you go, What to Say, What to Send – scripts, dialogues, letters & questions is certain to become your ‘bible’ in terms of communicating with your marketplace. Never has there been a more vital time than now to get it right! To purchase your copy, **simply contact Real Estate Academy on 1300 367 412 or visit their website <http://www.realestateacademy.com.au>**

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