

Sonny Moyers

**BS Management
MS Psychology
Realtor/Broker**

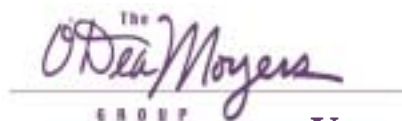
"Casting The Marketing Net"

The Next Evolution...

Shared Office Industry Training

Developed & Presented By

Sonny Moyers



Unequaled in Experience...

Unsurpassed in Knowledge!

About Sonny Moyers

"The Industry Specialist"



Sonny Moyers earned a Bachelor of Science Degree in Management, with a Minor in Communications from Abilene Christian University. This education, combined with a Masters of Science Degree in Behavioral Theory & Psychology, makes Sonny uniquely qualified to design and implement aggressive and targeted marketing programs. Sonny Moyers became a real estate agent in Texas in 1971, and in 1981, he secured his Broker's license.

Professional experience includes assignments with:

AT&T

Ericsson of Sweden

Southwestern Bell Telephone Company

Moyers, during assignments with various corporations, managed high tech support groups, held the position of Industry Manager with an annual sales quota of over 100 million dollars, and was responsible for Quota Setting Methods, Account Management & Account Planning for Southwestern Bell Telephone in the State of Texas. In the latter assignment, he was responsible for developing the Quota Setting Methodology for the assignment of an annual quota of over one billion dollars. While at Ericsson Network Projects, Inc., he developed a National Penetration Strategy for Ericsson in the U. S. Markets.

In 1987, Sonny established Management Consultant Services, a real estate consulting and brokerage services firm. In 2000, MCS became the O'Dea Moyers Group. Moyers has been licensed as a Texas Real Estate Agent and Broker for over 30 years. Sonny is a member of the Greater Dallas Association of Realtors and the Greater Dallas Chamber of Commerce as well as the Frisco Chamber of Commerce. Sonny also serves as President on the Board of Directors of the **Frisco Association for the Arts**.



Sonny Moyers' background as a Negotiator, Consultant and Real Estate Advisor insures his credibility in the classroom. His 'Power Phrases' help the student develop a more polished and persuasive style of communications and at the same time enhance one's ability to retain vital information. Sonny has a talent for incorporating humor and entertainment into his teaching programs and takes a special interest in people and helping them practice behaviors that will make them successful. His bottom line results-oriented approach along with a good deal of common sense lends the personal touch to his audience. Ebby students love him!

Jan Brand, ABR, CRB, CPS, GRI
Director of Career Development
Ebby Halliday, Realtors

THE O'DEA-MOYERS GROUP

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Workshop Objectives

- 1) Review the industry research conducted by OMG that resulted in this training.
- 2) Review the actions required to be taken in order to differentiate the business center from the competition.
- 3) Train the Sales Executives on the OMG Sales Process.
- 4) Provide the Sales **TEAM** with the "**How to**" of TEAM Selling so that a successful TEAM Selling presentation can be made to prospects.
- 5) Understand The OMG Sales Process which incorporates TEAM Selling into each sales presentations.
- 6) Understand The OMG Ten Critical Elements of Sales Presentations and deliver more powerful, persuasive, presentations in conjunction with sales executive presentations.
- 7) Review the "**Professionalism Is Value Concepts**" and further train the Support TEAM on how their professionalism can impact results.
- 8) Review and discuss the Tour and presentation process, along with tools that should be used in the selling process.
- 9) Review and further explain the interpersonal communications concept of "**Self-Disclosure & Reciprocity**" as it relates to sales positioning strategies.
- 10) Review methods and techniques of better controlling prospects and developing the "closing techniques of the sales executives."



**Sonny Teaches Real Estate
at the Ebby Halliday, Realtors
Career Development Center in Dallas, Texas**



**Sonny Moyers with Jan Brand
Jan is the Head of the Ebby Halliday,
Realtors Career Development Center**

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**We Work With You...
To Improve Your Results...**

ABOUT THE PROGRAM

"Casting The Marketing Net" is industry specific training designed for the shared office industry Sales Executive. You are critical to the success of your Center. This training is designed to give you both the knowledge and the confidence to lead your sales TEAM and achieve superior results for your Center.

New clients and repeat business are the lifeblood of the center. Without new clients and repeat business your suites will be empty and your non-rental revenues will be anemic. You will be responsible for the success of your center and achieving your Center's revenue and service objectives. The owners need you to apply yourself to the intense training that is to follow. You will be challenged! Will you rise to the occasion? **Only you know.**

This workshop today is for the Sales Executive. It is for the professional sales person that is responsible for showing offices, leasing space, and negotiating contracts. It is not for the faint hearted or the individual that is afraid to fight for a sale. We are entering into highly competitive times and you will be required to grow and improve.

YOU are a SuperStar! You are expected to negotiate good lease deals that maximize the revenues and profits for your organization. It is important to have the tools, skills, and personality to close transactions. Closing transactions often depends upon your ability to blend various skills and talents together with your own personal selling style to make such an overwhelming presentation that the prospect feels compelled to buy. In order to be successful, you must perform at Star level.



**Client, Brian Mottet
with Sonny Moyers (right)**

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INDUSTRY RESEARCH

At the end of Module One, you will have been provided information that will allow you to:

- 1) Understand the research methodology used to explore and develop the materials being presented in the Selling Process.
- 2) Know the specific results of the research, findings, and a general understanding of what the researchers experienced during the study.
- 3) Ask questions about the findings and validate your own feelings about the experiences you have had in these areas.



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PROFESSIONALISM IS VALUE

At the end of Module Two, you will have been provided information that will allow you to:

- 1) Understand the concept of, "**Professionalism Is Value**," and be able to equate professionalism to sales success.
- 2) Understand the "Magic Minute" concept and learn how to cause "**Magic Minutes**" to be presented during TEAM sales presentations.
- 3) Learn techniques for using the "**Professionalism Is Value**" concept to make more powerful sales presentations.
- 1) Learn how to make more powerful and professional presentations to assure that the Prospect believes that we have higher perceived value.



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CENTER READINESS

At the end of Module Three, you will have been provided information that will allow you to:

- 1) Understand the reasons that Center Readiness is so important to our sales success.
- 2) Understand how Center Readiness causes the prospective client to have a higher perceived value of our organization.
- 3) Learn how to structure a Center Readiness Program to assure compliance.



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INTERPERSONAL COMMUNICATIONS THEORY

MAKING THE MOST OF YOUR TIME WITH A PROSPECT

At the end of Module Four, you will have been provided information that will allow you to:

- 1) Understand how the use of the Self-Disclosure & Reciprocity concept allows us to build relationships with prospective clients.
- 2) Learn how to build trust and confidence with the prospect and client to assure that our sales message will be heard in the way we want it to be heard.
- 3) Learn how to use the "Onion Skin Theory" to better communicate with prospects.
- 4) Understand the concept of "Self Disclosure & Reciprocity" and the impact that the concept has on our everyday lives.



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SALES PROCESSES & GETTING POSITIVE RESULTS

At the end of Module Five, you will have been provided information that will allow you to:

- 1) Understand what should be included in a sales presentation. (The Ten Critical Elements)
- 2) Know the methods of making sales presentations (Seven Step Sales Process) that improve the probability of sale.
- 3) Learn techniques to assist you in identifying and overcoming objections to the sale.
- 4) Know the best method for identifying prospect needs and wants.



Sales Solve All Problems...



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**THE TEN CRITICAL ELEMENTS
OF
THE SUCCESSFUL SALES PRESENTATION**

- Selling Space
- Selling the Building & Complex
- Selling the Location
- Selling the Support Team — SuperBears
- Selling Services (SuperBears Impress)
- Selling the Tenant Base
- Selling the Amenity Package
- Selling Self
- Selling the Executive Suite Concept
- Selling the Suite Ownership & Association or Network

From Sonny

I have spent the last sixteen years studying and understanding the shared office industry. My programs are dynamic and will give you detailed specific things to do to get your company moving forward and upward.

My understanding of the Real Estate Industry combined with a solid knowledge of technology provide me with the education, experience, and knowledge to solve your business problems without having to "go to school" at your expense. I have answers to problems, action plans for opportunities, and solutions to business problems that must be dealt with now.

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