

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

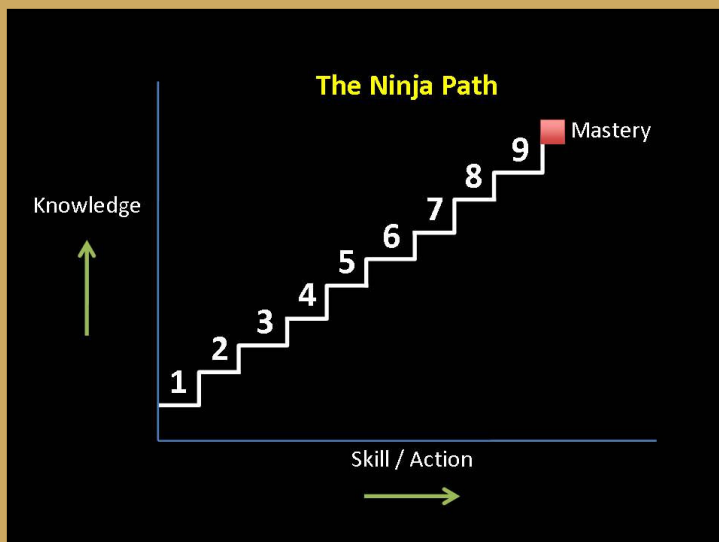
What would happen if your income increased by at least 20%-40% in the next 6 months?"

*The Ninja Installation will take you there!*

- The Ninja Installation is the newest, most intense Ninja workshop ever, and it gets amazing results!
- Installation graduates are averaging a 56.6% increased Gross Commission Income in their first 6 months after taking this training.
- The Ninja Selling System isn't just taught - it's INSTALLED!



Why is the Ninja Installation so unique?



- In one word: RESULTS!  
The Ninja Installation teaches you how to transfer your knowledge into skills, your skills into action, and your action into results.
- The Ninja Installation is an intense, 40 hour training that gives you the complete Ninja Selling system at one time.
- For more information or to schedule an Installation, please contact:  
**Lauren Roesener at 970.377.4975**  
[lroesener@thegroupinc.com](mailto:lroesener@thegroupinc.com)

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## Top 10 Questions on “The Ninja Installation”

**Q: What is the “Ninja Installation”?**

**A:** It’s a very intense 4-day immersion workshop designed to dramatically increase your real estate production. It is intended for committed real estate professionals. The first day is for Managers to learn the Ninja Coaching System. Sales associates start the night of the first day and continue through the next 3 days. The Ninja Installation is only offered to companies – not in public real estate classes.

**Q: Why is it called an “installation”?**

**A:** Ninja is not just taught, it is installed – like software. You come out of the installation with the skills of the Ninja system. In the other Ninja courses, you learn about the Ninja systems but don’t have the opportunity to practice what you learned. In the installation, you actually use the systems in the course. Rather than just knowing about Ninja, you become one.

**Q: How is the “Ninja Installation” different from other Ninja classes? If I’ve taken other Ninja classes, how will the Installation help me?**

**A:** Ninjas who have taken the Installation say there are 3 differences:

**New information** – especially on pricing, negotiation, and “games of life”. Ninja is created by top Realtors at The Group, Inc., a real, live real estate company in Colorado plus other Ninjas around the country. Ninja is dynamic not static. It is constantly evolving to meet current market conditions and is the most relevant real estate training in the industry.

**The complete, integrated system** – rather than just the various pieces. Ninjas who have taken Ninja classes and then taken the Ninja Installation comment, “Now I really get it! I feel like I have the whole system, not just the parts. And I see how they all work together.”

**Skills.** There is a big difference between knowledge and skills. Skill is the ability to put knowledge into action. Other Ninja classes teach knowledge. The Ninja Installation develops skills.

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**Q: I'm new. Do I need to take a Ninja class before taking the Installation?**

**A: No.** You will be fine in the Installation. It was originally designed for new sales people and was so successful that experienced sales associates started taking it as well.

**Q: What kind of results can I expect?**

**A:** Most participants experience at least a 20% to 30% increase in gross commission income within the first 6 months after the Installation. This increase is over and above any change in the market.

For example, the sales associates in the November 2009 and January 2010 Installation classes at The Group, Inc. increased their gross commission incomes by 56.6% in the first 6 months of 2010 compared to the first 6 months of 2009. Since their local market increased by 15.8% during this same period, these associates had a real increase of 40.8%, after adjusting for changes in the market. Experienced sales associates tended to have the largest gains.

**Q: What will I learn in the "Ninja Installation"?**

**A:** You will come out of the Installation with the following specific SKILLS:

- The ability to run your brain and your belief system
- A "Flow System" and business plan that generates a continuous flow of buyers and sellers coming to you
- How to ask the right questions at the right time using the Socratic Method
- The 16-Step Seller Process that helps you get listings that sell in 30 days
- A "Pricing Tool Kit"
- The 10-Step Buyer Process that helps your buyers "get to yes"
- A "Negotiation System" to increase your odds of successful negotiations

**Q: What is the cost of tuition for the Ninja Installation?**

**A. Ninja Selling's fee to participants:** \$500.00 per student with a 50 student minimum. Price includes the Instructor's fee, travel expenses, and the "Black Box" materials for the 4 full days of Ninja training. The breakout of this tuition is \$350.00 for instruction, travel, and logistics and \$150 for materials. **Companies will need to provide the training facility and any Refreshments. Because of this, Final Registration fees may vary company to company depending on their internal costs.**

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**Q: Why is the “Ninja Installation” so intense? I hear you ask for a commitment from 8:00 a.m. until 8:00 p.m. Is that right?**

**A:** We do ask for a serious commitment – it’s not for the hobbyist. It takes serious work to increase your income by 20% to 40% in 6 months. Our participants have told us that the total immersion process of this workshop is the best way to develop their skills and to maintain that skill level after the workshop. They comment that their recall of the scripts and systems is amazing due to the immersion process. See the following schedule:

Tuesday: 8:00 a.m. to 5:00 p.m. (Ninja Coaching System for Managers)  
6:00 p.m. to 10:00 p.m. (Workshop begins for sales associates)  
Wednesday: 8:00 a.m. to 8:00 p.m.  
Thursday: 8:00 a.m. to 8:00 p.m.  
Friday: 8:00 a.m. to 5:00 p.m. (Commencement!)

**Q: What is the “Ninja Coaching System”?**

**A:** The Ninja Installation is only offered to companies – not through public workshops. Participants get the greatest results when they are a part of a supportive environment in an office or company where their Manager and other Sales Associates are on the same Ninja Path and they can help each other. On the first day, Managers are taught a system to help their sales people turn talent into performance and maintain that high performance over time. They will learn how to help their people stay on track by maintaining the right mindset, skill set and actions required to produce at high volume. The follow through, accountability, and measurement of the Ninja Coaching System

**Q: What is the “Ninja Path”?**

**A:** The mindset of a Ninja is the pursuit of Mastery – being the best you can be. Each Ninja class is a milestone on the path of Mastery rather than an end in itself. Ninjas see themselves on a path of continuous improvement. The Ninja Installation concludes with a Commencement (not a graduation) because it is either the beginning of a new way or a further step down the Ninja Path. After the Installation workshop, Ninjas are asked to make certain commitments that will keep them on the path. These commitments include accomplishing their weekly activities and attending a weekly “scripts group” to practice Ninja scripts and systems.

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## Meet the Ninja Installation Instructors



**Larry Kendall** holds a Masters Degree in Business Administration from Kansas State and has engaged in the real estate business for 37 years. He is one of the founding partners of The Group, Inc., a real estate company that has 200 sales associates. Ninja Selling has over 20,000 graduates throughout the U.S., Canada, and Spain.



**Walt Frey** has trained over 6,000 sales agents. He has taught in all 50 states, been a featured speaker at many NAR and State Conventions and has conducted courses in Canada, Puerto Rico, The Bahamas, Mexico City, The Dominican Republic, the US Virgin Islands and in Kuala Lumpur, Malaysia.



**Zan Monroe** has inspired thousands of people by speaking and teaching across the United States, teaching Ninja Selling through CRS. Inspiring others is what Zan does, whether at home, in business, with friends and family, or speaking to a large audience. Zan began his career as a REALTOR® in 1985, working as an agent, Sales manager, broker, and owner.



**Mike Selvaggio** is a licensed broker and REALTOR® in Delaware and Pennsylvania. Mike earned his Bachelors' degree at the University of Baltimore in Marketing and currently holds the GRI, CRS, and CCI designations from the National Association of REALTORS. He is a broker owner of Delaware Homes Real Estate, a Ninja Styled real estate firm, in Delaware with two locations. He loves his work.



**Terri Johnson** is a Certified Ninja Trainer and Coach. She has studied the system under the mentorship and training of Larry Kendall. Terri Johnson has an extensive real estate sales background beginning in February 1990 through present, but her passion and primary focus has been training, coaching, and mentoring both new And experienced agents.



**Ron Kubek** has been an instructor in the CCIM program, for Howard Brinton Seminars and for Hobbs Herder Advertising. Ron demonstrates how to move forward in life and business with his highly effective energy and passion. His messages are delivered to help people think "BIG"! He shows professionals in the Real Estate industry how to have a business and have a life outside of the business with family and to make a difference.



**Mark Given** has served as a keynote speaker for private companies and state conventions in and out of real estate, the NAR Convention and the NAR Mid-year meetings and is a practicing REALTOR® with Wilkie Real Estate, Inc in Roanoke Rapids, NC.



**Bruce Dunning** has been involved in small business entrepreneurship for the last 30 Years. He led a small drugstore chain in Colorado and then for the last 18 years has been doing the day to day of real estate full time. Bruce owns The Dunning Group Real Estate, and he is in the top 1% of agents nation wide.

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## Comments about Ninja Selling Classes:

"Thank you on behalf of all of us at Ruhl and Ruhl! I have received many emails from my agents about how your seminar was a life enhancing experience. You are absolutely having a significant impact on my company and the real estate industry. Thanks for sharing your time and knowledge. You are truly an inspiration."

**Caroline Ruhl, Owner of Ruhl and Ruhl Realtors, Davenport, Iowa**

"Ninja has changed my thinking forever! I look forward to many hours processing and developing a plan of action based on the principles I learned.. Thanks for the lifesaver this information will be for my future clients and business."

**Paul Olsen, Coldwell Banker, Modesto, California**

"How does one express thanks for the gift of self realization? I have chosen to exist in an industry that has had agents duped into believing that this is how it has to be. Thanks for waking me up. You are truly first class. I hope our paths cross again."

**John Everitt, The Norton Agency, Gainesville, Georgia**

"Even a week or so removed from your inspiring workshop, and The Janet Jones agents' hearts are all still afire! Incredible! I have sent Mastery to many friends and they get the bug and "get it," too ... Do you know how many lives you have impacted?!"

**Katherine Melhorn, The Janet Jones Company, Little Rock, Arkansas**

"I came here thinking this was another gimmick, like all the other "systems" that focus on the agent, not the client. I am so glad I was mistaken!

**JoAnn Kane, Stark Company, Madison, Wisconsin**

"Nothing I have ever heard, read, or participated in over my 26 years of real estate could come close to the cumulative effect of Ninja. It is practical, systems based, and beyond inspirational. I can whole heartedly recommend the investment of time, money, and energy to anyone wanting to learn and grow.

**Brenda Fortna, Re/Max Real Estate, Allentown, Pennsylvania**