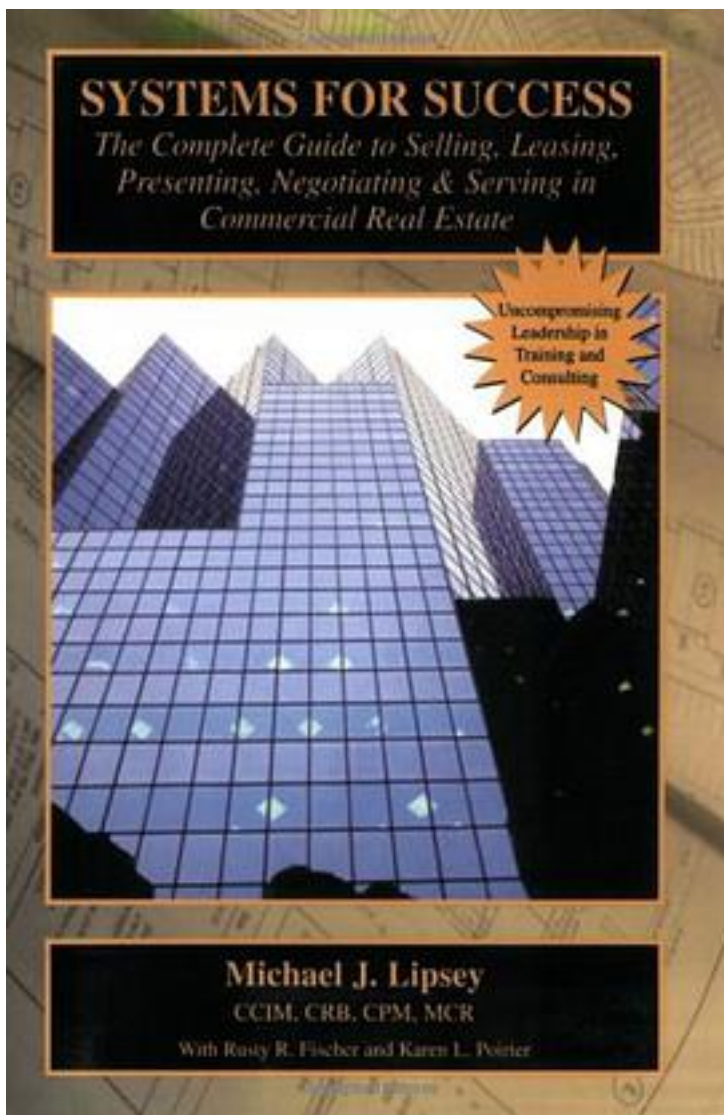


Systems for Success



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Presented in a succinct, easy-to-use format, this guide is an entire commercial real-estate seminar in book form, written by an expert with more than thirty years in the industry. From prospecting and presentations to negotiations and customer service, these instructions provide a clear map to success in today's market. The accent is on hands-on training as Mr. Lipsey demonstrates winning techniques for every stage of the deal, including identifying prospective customers, negotiating the deal, and handling client complaints. No detail is too small; there are chapters on everything from leaving an effective voice-mail message to planning a tenant luncheon--even "7 Tips for Remembering a Person's Name."

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