



RE - EMERGENCE



A 3 weeks Real Estate
SALES Certificate Program





With the Right Training ,
product and mindset,

**Any One
Can Sell...**

And keep selling

T O L U L O P E R U T H





MEET THE COACH





Tolulope Ruth is a Growth Specialist with 10+ years experience specialising in Sales, Learning & Development, Instructional (course) Design, Public Speaking, Sales Training, Business Development and Project management

Since 2020, she has trained over 5,000 Real Estate Sales Associates and created over 20 courses. In her personal Real Estate Portfolio, she closes Real Estate deals in Excess of 3B annually and has trained teams to exceed targets in excess of 50B Annually.

Currently, she is the Managing Partner at InterMarc Consulting - an integrated consulting firm with a focus on digital financial services, project management, training and audit.

She holds a BSC Degree in Chemistry (OOU) , A Business Diploma from the Lagos Business School and Harvard Business School. She is also an Associate Professional in Talent Development certified by the Association of Talent Development, U.S.A

As a Learning & Development specialist, her focus is on facilitating growth and creating learning experiences that drive superior performance among Sales professionals. She also assists thought leaders and Organisations to create and design L&D systems that inspire true learning & growth in their people.

Beyond her work in the L&D Sector, she has a keen business mind . Prior to her work with InterMarc, she worked with Landwey Investment as Head of Business & Faculty Director . She also worked with Dangote Foundation as a Business Consultant.

Her professional Journey is punctuated by the work she has done as a Business Development specialist across several industries (IT, Real Estate, Hospitality, Construction, Non Profit , FMCG)



Tolulope Ruth APTD
GROWTH SPECIALIST , SALES COACH &
PLATINUM REALTOR



THE MASTERCLASS



RE-EMERGENCE



The RE- EMERGENCE Certificate Program is not just another training program; it is a strategic investment guaranteed to unlock a new level of performance within your salesforce. Crafted specifically for Sales professionals operating within the different touch points in the Nigerian Real Estate value chain, the RE- EMERGENCE Certificate Program is designed to equip its audience with the right skills, strategies, and insights necessary to drive performance and exceed sales targets.

The program; designed by Tolulope Ruth, a Business and Real Estate Expert addresses all the critical pain-points of your salesforce and is specific to the Nigerian Real Estate market. From effective negotiation tactics and customer relationship management to leveraging technology and understanding legal nuances, each module will energize, upskill empower and transform your salesforce.

The value this program brings is not just in the incisive knowledge it imparts, but in the practical application it promises. Your salesforce will emerge equipped with actionable insights, refined skills, and a renewed vigor to surpass their sales targets and drive growth within your organization.

Learning Outcomes

Upon completion of this course, participants will be able to:

- Gain an in-depth understanding of the Nigerian real estate market, including its current trends and legal requirements.
- Develop enhanced negotiation skills tailored to the Nigerian real estate landscape.
- Improve customer relationship management skills to build enduring client relationships in the Nigerian context.
- Master the use of technology for effective real estate sales and marketing in Nigeria.
- Address and overcome common challenges faced by sales professionals in the Nigerian market.
- Create an actionable sales plan customized for the Nigerian market to boost their sales performance.





WHO SHOULD ATTEND ?



Target Audience

- **Sales Executives**
- **Realtors**
- **Sales Managers**
- **Account Managers**
- **Business Development Managers**
- **Product Owners /Marketers**
- **Developers & Real Estate Entrepreneurs**



Program



9am – 11:30am

Session 1

11:30am - 12:00pm

Tea Break

12pm- 2pm

Session 2

2pm – 2:30pm

Extra curricular Activities

2:30pm – 4:30pm

Session 3

Program Synopsis



3 Weeks



8 Courses



Onsite/In Person



N400,000

PER PARTICIPANT

Course fees are subject to negotiation for team bookings with more than 10 participants



Course Outline



Course Code

Sales 201 : Sales Fundamentals

Sales 202 : Real Estate Lead Generation Master Class

Sales 203 : Inflow (How to Close Deals) Certificate Program

Marketing 201 : Marketing & Personal Branding for Real Estate

Marketing 202 : RE Business Online

Entrepreneurship : Own your Turf

Finance & Money :

The Business of Real estate

Custom Strategy : A personal Roadmap to success





WHAT'S IN THE BOX?





Week 1	Course	Modules	Description
Tuesday	Sales 201	<ul style="list-style-type: none">• Sales Basics• The Sales Process• Handling Objections	A crash course that serves as Beginner's guide to Sales
Wednesday	Sales 202	<ul style="list-style-type: none">• Lead Generation• Funnel Management• Effective Lead Generation Methods• B2B Sales	A Master class on how to successfully source, nurture & qualify real estate Leads
Thursday	Finance & Money	<ul style="list-style-type: none">• Investment Basics• The Business of Real Estate• Legale	This course shows how Real Estate performs as an investment instrument in the Nigerian Climate, and how it can be used to grow and retain wealth



Week 2	Course	Modules	Description
Tuesday	Entrepreneurship	<ul style="list-style-type: none">• BluePrints & Design• Personal Leadership• Customer Relationship Management• Negotiating & Networking like a Pro	An expansive toolkit of all the skills required to succeed as a Realtor by adopting an entrepreneurial mindset
Wednesday	Sales 203	<ul style="list-style-type: none">• The Science of Selling• Sales Psychology• Referral Selling• Networking	An Incisive look into how to sell leveraging the greatest tool of all- Human Emotions
Thursday	Marketing 201	<ul style="list-style-type: none">• Personal Branding• Social Media Marketing	This course will equip all participants with the 'know how' required to professionally engage and retain Customers



Week 3	Course	Modules	Description
Tuesday	Marketing 202	<ul style="list-style-type: none">• Content Marketing• Ads & Promotions• Marketing In Motion	This is a practical class on how to create , use and share create content that inspires viewers to take ACTION
Wednesday	Custom Strategy	<ul style="list-style-type: none">• Product Knowledge• Personalized business planning• Panel Session : The Case for Real Estate in today's economy	This Incisive Course will equip each participant to take on the market with renewed Zest, direction and confidence
Thursday	Evaluation & Graduation	Exams & Projects	

Deliverables



Items	Description
Well Developed Course Content	Customized
Facilitators	Certified & Experienced
Learning Facility	To be determined
Refreshments	To be determined
Learning Materials	Branded (Notepad, IDcards, Pen)
Graduation Paraphernalia	Certificate+ Scroll



Assessment Plan

Score Criteria		
Exams	➤	40%
Projects	➤	30%
Assignments	➤	20%
Attendance	➤	10%



Certification:

Only Participants who successfully complete the program and score a minimum 70% will receive the Re- Emergence Certificate

Feedback Gallery



10:08 am

~ Joshua Odafe Real Est... +234 810 334 2147

Let talk about money 10:08 am

I wish this ACADEMY never ends

Who's sharing my thoughts ?? 😊😊 10:09 am

You are such an awesome human. Your personality is profound, endearing and your results are exceptional. You exude so much confidence with an aura of influence.

Your intelligence, competence, diction and command of words has placed you on a pedigree of superior performance.

~ SANDSTONE REALTOR... +234 815 814 6263

Great and impactful learning.. Coach Tolu Hassan , you're awesome 🙌 . You made learning enjoyable and if there wasn't a time I'll probably be listening to you for hours .

Too much wisdom in one person , thank you for being you 🙌❤️ 5:08 pm

4:33 pm

~ misymecy +234 901 969 6079

Today's class was really impactful. Thanks to Coach Tolu, who made it really interactive and thanks to Alvin grey who gave us the platform 🙏 4:34 pm

~ Andrey's Home +234 708 544 9322

What Previous Students had to say about the Trainer and the Course

Feedback Gallery



What Previous Students had to say about the Trainer and the Course

Get In Touch

✉ hello@anocsconsulting.com

☎ **07047635689**

🌐 www.anocsconsulting.com



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