

Doug Devitre, CSP

SALES + PRODUCTIVITY + EXPERIENCE

2018 SEMINAR & SERVICE CATALOG

the latest tech

RESOURCE ROUND UP

MULTI-CHANNEL USER EXPERIENCE



WE CREATED MULTIPLE WAYS FOR YOU TO TAKE IMMEDIATE ACTION.

Jam-packed with field-tested strategies, user-friendly tips, and market-ready solutions, this comprehensive guide will help you reduce your costs, manage your time, expand your customer base, and run your meetings more efficiently—even if you can't be there in person. You'll find revealing case studies of successful screen-to-screen sellers, as well as valuable presentation tools, security tips, and other online resources. As a bonus, the book includes a selection of links to screen-to-screen tutorials, webinars, checklists, and presentation slides—so you can access the information across multiple devices in multiple ways. http://devitre.co/s2sbook



THREE AREAS TO IMPROVE TEAM PERFORMANCE

Θ

Sales performance



Hold off deploying any tactics until your team has agreed upon the most impactful KPIs. Redesign your sales process for maximum impact.

How does your organization measure its ROI when choosing the best technology? Let's first start with measurable outcomes before looking at solutions that will help you hit your numbers without letting technology get in the way..

Θ

Team productivity



Align your team with the right tools, streamline processes to collaborate more effectively and as a result, speed past the competition.

Effective meetings, faster response, and happier customers are only a click away when collaboration takes place through the cloud. Learn how to create expectations when working remotely to get more done and have a better quality of life.

User experience



Ask the right questions to customize your selection of technology during meetings in order to enhance the customer experience.

One the meeting starts a customer can become annoyed or enamored all depending upon which technology you select and how you specifically use it. Learn how real-time customerization along the customer journey increases revenues and renews referrals.



TO WHOM IT MAY CONCERN

I have had success over the last decade working with many of your peers to help offer courses, provide training, and consulting services for associations. This venture started with requests speaking at local boards, state associations and the Association Executive Institute. Then it turned into a consulting practice where association executives called on me in to solve some of their biggest challenges. How I use technology to arrive at outcomes faster is how I am different compared to some of the most recognized consultants in the industry.

It seems as if there are more consultants and speakers now than ever before. Many of which are experts, but lack a repertoire of skills in training delivery, consulting, and process improvement. And, as you review my course and service catalog, you will see that my past clients have had success in many different ways.

My goal is that by the end of you reviewing this magazine, that you don't ask yourself, "Should we use Doug?", but instead, "How can we use Doug?"

Thank you for the opportunity to consider working together.

Sincerely yours,

Doug Devitre, CSP

2018 COURSES

KEYNOTE PRESENTATIONS

01 ALEXA, WHAT ARE THE REAL **ESTATE TECHNOLOGY TRENDS?**

Technology is changing faster than anyone one person or company has the ability to keep up. A whole new tech-savvy generation of home buyers and sellers have greater expectations of faster, more personal service that won't tolerate an agent who doesn't understand the ins and outs of technology. In this keynote, Doug Devitre will have a conversation with Amazon Alexa to discuss the latest technology trends as they are happening right now with Alexa adding some humor along the way to share the truth.

02 FACE TO FACE OR SCREEN TO SCREEN

Is more technology bringing more relationships together or separating us farther apart? It seems as if we are more connected with a tap of a button, and at the same time, people are staring at their phones when they are together. In this keynote, we will discuss the nuances of more technology in the workplace, how it affects our relationships, and how we can take ownership of how we act when we are in the presence of others face to face or screen to



MEETING PLANNER INFO

For speaker demo video, specific course outlines with learning objectives, bio, high resolution photo, and references please contact Doug Devitre or visit http://dougdevitre.com/speaking.





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SEMINARS FOR REAL ESTATE AGENTS

O3 POWER PROSPECTING AND RENEWING REFERRALS

When social media appeared on the scenes a decade ago, being there was a differentiator. Now since everyone has a profile you can no longer expect business to happen by posting every day. Learn the most common mistakes that agents make when engaging with new and existing customers as well as how to build stronger relationship across multiple platforms that have their own unique culture so you can grow your real estate business.

04 BREAKTHROUGH CUSTOMER SERVICE WITH TECHNOLOGY

The customer is demanding a more user-friendly experience. And, rather than be overwhelmed with all of the technology options we will help you select the best technology that saves both you and the customer time. In this session, we will share the latest trends you need to be aware of so you can increase your sales, productivity, and cooperate

05 MARKETING MAGIC ON A MINIMAL BUDGET

You don't have to have a massive budget anymore to reach potential customers and existing clients, especially when you can think strategically and act digitally. In this session, you will learn how to create the force multiplier of your marketing by involving strategic partners with low-cost marketing technology solutions combined in a well-thought out process. As a result, you will be able to jumpstart your real estate business or dramatically reduce your overhead with this fresh, more

06 SMART HOMES, VOICE-ASSISTANTS. **CHAT BOTS OH MY!**

The market is now flooded full of options when it comes to improving the experience while living in your home with smart-home technology. Concurrently, voice-assistants are operating this technology with the sound of your voice, not switches, buttons, or sliders. Then when you order these products online or an agent, you might be talking to chat bot, not a live person. You can either learn how to get ahead by understand home and workforce automation or potentially be replaced by them.

"ALEXA, START OUR MEETING."

ASK US HOW TO PROGRAM AMAZON ALEXA FOR YOUR NEXT MEETING OR CONFERENCE TO BE YOUR CO-EMCEE. FACILITATOR, OR IMPROVE THE PARTICIPANT EXPERIENCE.

The Industry Leader in Developing Amazon Alexa Skills for Real Estate

http://dougdevitre.com/alexa











WE KNOW HOW TO PROGRAM VOICE-ASSISTANTS TO DO THE TALKING FOR YOU

Voice-enabled assistants are one of the hottest trends next to artificial intelligence, chat bots, and predictive analytics. Once we understand your conference objectives, meeting theme, and culture of your organization, then we can write the script to program Amazon Alexa to do the talking for you before, during and long after the conference is over. In the script we can mention key leaders, sponsors, speakers, and special announcements with a little humor on the side. The possibilities are endless with Amazon Alexa!



2018 COURSES

SEMINARS FOR REAL ESTATE BROKERS

O7 ATTRACTING, TRAINING, AND RETAINING WITH TECHNOLOGY

Being everywhere online is no longer a competitive advantage. And just because you have good training to develop your agents doesn't mean it's good enough. Your competitive advantage, value propositions, and how you communicate them using the latest technology will make the difference whether you sink or swim the red ocean of agent recruiting, retaining, and increasing per agent productivity. In this session, you will supercharge your sales efforts by adopting low cost, high impact communication methods that differentiate your real estate brokerage in the way it recruits, retains, and improves the professional development of its agents.

08 BROKER METRICS FOR BUSINESS INTELLIGENCE

It's time to scrap your spreadsheets stored in silos and assemble your real brokerage data into meaningful visualizations that will empower you to make real-time decisions throughout your operation. In this seminar, we will examine which data sources you have, which ones you need to collect, and how you can synthesize multiple datasets into reporting delivery systems so that your team can be held accountable to the highest-priority tasks. We will help you grapple with business analytics, predictive analytics, and prescriptive analytics which is foundation for automating tasks using artificial intelligence algorithms. The future is here already and by attending you will be able to create it.

O9 THE DARK SIDE OF REAL ESTATE TECHNOLOGY

If you are having trouble sleeping at night in fear of what your agents might do next online, then it's time to take a deep breath and a deep dive into how you can minimize risk with the latest technology. What's to worry about anyways? Wire fraud, reputation damaged, non-compliance with online advertising, code of ethics, MLS rules and regulations, copyright infringement, misunderstandings by text message... it's time to get control of it all. As a result of attending you will walk away with a comprehensive checklist of questions and actions in order to save you the hassle, the disruption in your business, and thousands if not millions depending on the size of your operation.

SEMINARS FOR ASSOCIATION LEADERS AND STAFF

10 TOP TEN ASSOCIATION MANAGEMENT TRENDS

You have a choice whether to become the leader in your region or be left behind. And that means being exposed to the latest association management trends so you can decide how your leadership will allocate its resources in the future, avoid a merger, or worse, have to find other work. In this facilitated digital whiteboard conversation, we will lead with questions, insights, and actions so that afterwards you will be better prepared to handle the future.

11 LEADING WITH TECHNOLOGY AS THE STRATEGIC LEVER

Creating a strategic plan is always the first step. But, do your leaders remember it long afterwards to execute on its objectives? Leaders now face a barrier with multiple communications channels which require a shift in its messaging in order to be effective. Whether it's a committee meeting, annual general membership meeting, or remote meeting, leaders must be able to operate technology efficiently in order to avoid looking bad in front of their peers and the media. This session will provide the why, what, and how to change beliefs into

12 RELEVANCE OF RELATIONSHIPS, RESOURCES, AND REVENUE

No budget? No problem. You can't serve who you cannot sell and that means relooking at the business model of the association, cross-channel journey map, and optimizing the model for maximum performance. In this session will we examine how to create additional value using your additional resources, alternative revenue streams that don't interfere with existing ones, and how to launch them with a member-first messaging campaign.

13 RECRUITING, RETAINING, AND REVIVING YOUNGER LEADERSHIP

Think you've tried everything to attract young REALTORS® into leadership positions at your association? Think again. If you use the right communication tools to market to young members, you can attract and develop a team of new leaders to participate in a collaborative environment. Learn how to assign responsibilities based on strengths, skills, and personalities, so young REALTORS® are satisfied with their volunteer experience and keep coming back for more.

INTERVIEWS

Hosted by Doug Devitre



The Screen to Screen Selling Talk Show is your source to increase sales, productivity, and the customer experience. In each show we will sit down with world class thought leaders to discuss the latest trends.

http://devitre.co/s2spodcast













REVERSE MENTORING

Today Grammy Tami is teaching Harrison to read. Soon Harrison will be teaching Tami technology. Learn how reverse mentoring improves performance.



How collaborative is your environment?

Bridge the generational gap through collaborative peer to peer learning.

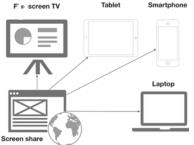
Knowledge isn't power. Actionable knowledge gives you power. And, by improving each time you take action on the fundamentals you increase your worth to the marketplace. Many times we know what to do but fail to take action because we don't have someone to hold us accountable or lift us up when we fall down.

Age isn't an acceptable excuse for avoiding technology and as it because absolutely necessary to keep up, those who have limited their interaction in the past now don't have much choice.

Peer-to-peer learning is growing in popularity because of the access of information, smarter tools, and ability to improve processes based on real time data collected in the cloud. This shift is forcing talent development professionals to rethink how they design their curriculum, engage using the latest technology, and measure performance throughout the organization.



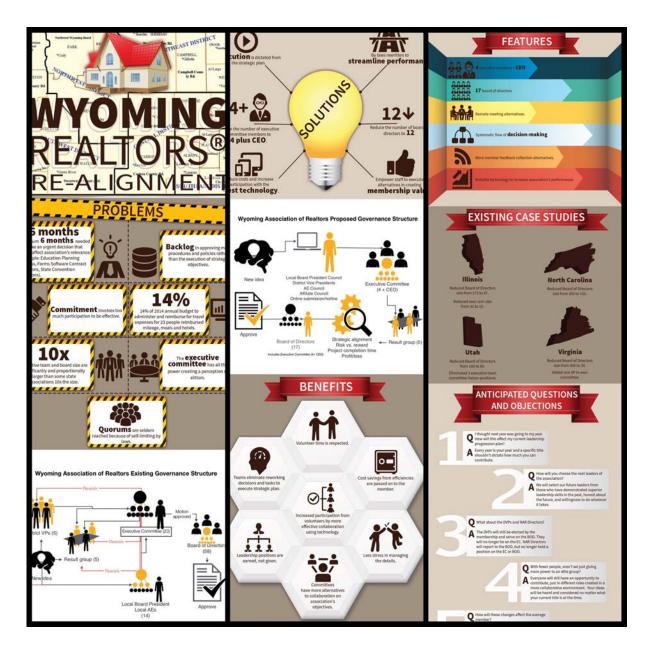




Your communication process using the latest technology involves some process thinking in order to decide which tools are to be used for special situations. The more prepared you are and skilled at using specific tools the more influence you can have in screen to screen meetings.

Hold a meeting with your team to discuss what language works best when starting a meeting, communicating value, and what happens when the technology doesn't work. Improve your dialogue, confidence in using new technologies, and have fun as you learn from one another's mistakes through peer to peer collaboration.

CASE STUDY



"When I first contacted Doug, we needed to improve our office productivity. What we received was a complete change in our management system and governance structure. It made such an impact that when preparing our next year's budget, our accountant highly recommended a line item for more consultation. A governance restructure that normally takes a year was done in four months. What used to take six months to assemble the team, now takes 6 minutes using Zoom. Each of our committees have a checklist, the Board has a checklist, and our staff have a checklist, which has boosted our productivity tenfold. Doug knows how to take strategy and put it into action with how he uses technology. He is continually pushing us to improve our operation, which has allowed me to spend more time with my granddaughter who lives in another state."

TECH TOOL REVIEW

Meeting apps



Start a meeting face to face or screen to screen from your mobile device when you are on the fly using some of our recommended tools.

Zoom, Join.me, GoToMeeting, Fuze, Mikogo, and Google+ Hangouts are a few tools to host meetings. Check with your customer first to see what their preferred meeting app is and adjust your conversation and visuals accordingly.

Whiteboard apps



Extemporaneous collaboration demonstrates your expertise and customizes the experience individually.

Download a whiteboard app from the app store and/or learn how to use the annotations tool as a feature of the Screen to Screen meeting tool. Use the app to frame conversations in a way that help customers get immediate answers to their most pressing concerns.

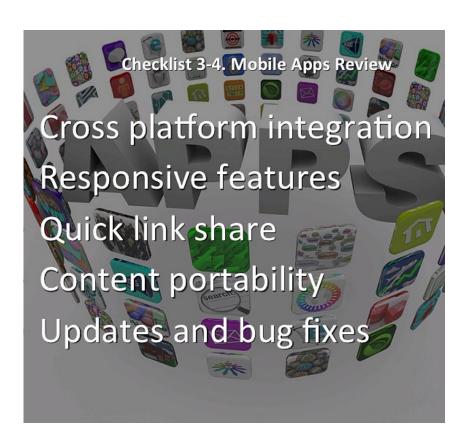
Mobile broadcasting



Live events, updates, and announcements can be shared in real time, not in yesterday's news. See which apps will help you go live.

Facebook Live, Periscope, and Ustream.tv represent today's popular live streaming tools. Invest in a durable mic, portable lighting, and/or attachment to hold the phone (camera) to create a quality broadcast on a limited budget.

Ask about our technology coaching.



AVOID APP OVERLOAD WITH THIS PROCESS

By Doug Devitre

Check your phone right now and ask yourself what % of the apps you have that you have never used or tried once? App overload is a self-inflicted condition of finding a solution and waiting for the right problem to solve rather than being selective as to which problem you can solve with the right app.

App overload hurts you more than the extra space it takes up on your screen. It clutters the space in your mind similar to having many objects placed on your desk. Any time you reach for your phone, unused apps will distract you from completing the original task. And worse, you never do complete your task because another app took immediate priority justified or not.

In Checklist 3-4 I highlight a few considerations as how to decide which apps to use especially when you are comparing a few side by side. It's important to choose popular apps that work on all devices regardless of operation system, resizes the view automatically regardless of device size, and will send files/links accessible regardless of file format.

Event though the cost of each app might be FREE, the true cost is the time to learn how to use each one effectively. And, the more apps the less time you have to spend time in front of real people who can say yes to whatever idea, product, or service you are trying to sell.

THREE SKILLS TO IMPROVE UPON

⊙ Consultative Selling



It's time to dump the demo and pre-ordered slide decks and start solving customer problems by gaining conceptual agreement with visuals.

Build rapport with video to video, create value with the digital whiteboard, and engage customers using fill-in-the-blank visuals. These new skills will differentiate you from everyone else using paper.

Time saving tips



No customer wants to wait for to find that file, deliver that document, or update your operating system to start the next meeting.

Keys are quicker than clicks. Learn which keyboard shortcuts and apps save the most amount of time before, during, and following customer conversations.

Application Agility



You have a limited amount of time during a conversation to demonstrate your skill and transition from one app to the next.

Find out which apps will save you and the customer time in creating value, meet expectations, and improve the overall experience.

Ask about our consulting services.



SHARPEN YOUR AX

By Doug Devitre

The learners don't inherit the earth. The massive implementers do. Knowledge isn't power. It's the implementation of the knowledge that makes you powerful.

The most repetitive feedback I hear from the Screen to Screen Selling community is members have forced themselves to use a webcam and have owned one for years! It's an example of having the tools but not taking the time to use tools they already have invested.

How many times do you need to hear the same thing in order to take action? Dr. George Lucas said it best, "People only change when the pain not to change exceeds the pain to change." Sure the phone works, but Screen to Screen is so much more powerful at creating a customized experience.

If you haven't experienced a Screen to Screen Selling conversation that involves a two-way dialogue, annotations during a screen share, or received a visual summary you wouldn't know what skills to improve.

I strongly encourage you to join the community, download the checklists, watch the video interviews with other experts, and replay the video tutorials to help you shorten your learning curve. Deliberately practice and continuously seek feedback from customers or a coach.

CHIEF EXECUTIVE NETWORK NATIONAL ASSOCIATION OF REALTORS **REAL ESTATE BUYER'S AGENT COUNCIL REAL ESTATE BUSINESS INSTITUTE COUNCIL OF RESIDENTIAL SPECIALISTS** ASSOCIATION OF REAL ESTATE LICENSE LAW OFFICIALS WOMEN'S COUNCIL OF REALTORS REALOGY **CENTURY 21 LLC.** RE/MAX LLC. NATIONAL AUCTIONEERS ASSOCIATION CALIFORNIA ASSOCIATION OF REALTORS **FLORIDA REALTORS MICHIGAN REALTORS** TEXAS ASSOCIATION OF REALTORS HAWAII ASSOCIATION OF REALTORS CANADIAN REAL ESTATE ASSOCIATION CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES **ONTARIO REAL ESTATE ASSOCIATION** TORONTO REAL ESTATE BOARD BRITISH COLUMBIA ASSOCIATION OF REALTORS NORTH CAROLINA ASSOCIATION OF REALTORS ASSOCIATION OF SASKATCHEWAN REALTORS **NEW BRUNSWICK REAL ESTATE ASSOCIATION MIAMI REALTORS** HOUSTON ASSOCIATION OF REALTORS CHICAGO ASSOCIATION OF REALTORS WYOMING ASSOCIATION OF REALTORS MONTANA ASSOCIATION OF REALTORS MISSOURI REALTORS ST. LOUIS ASSOCIATION OF REALTORS MAINSTREET REALTORS ORGANIZATION NAPLES BOARD OF REALTORS

Services have included strategic planning, organization development, performance improvement assessments, governance restructure, content creation, curriculum building, subject matter expert, instructor development workshops, facilitator, panel moderator, emcee, webinar delivery, blog contributor, and seminars.

CREDENTIALS

- AUTHOR OF SCREEN TO SCREEN SELLING MCGRAW HILL EDUCATION
- CERTIFIED SPEAKING PROFESSIONAL NATIONAL SPEAKERS ASSOCIATION
- ENTREPRENEUR OF THE YEAR UNIVERSITY OF MISSOURI-COLUMBIA
- USER EXPERIENCE CERTIFIED NIELSEN NORMAN GROUP
- REBAC HALL OF FAME NATIONAL ASSOCIATION OF REALTORS
- LEADERSHIP ACADEMY MISSOURI ASSOCIATION OF REALTORS
- CERTIFIED RESIDENTIAL SPECIALIST COUNCIL OF RESIDENTIAL SPECIALISTS
- CERTIFIED INTERNATIONAL PROPERTY SPECIALIST NAR
- ACCREDITED BUYER'S REPRESENTATIVE NAR
- GRADUATE OF REALTORS INSTITUTE NAR
- SELLER'S REPRESENTATIVE SPECIALISTS NAR
- CERTIFIED NEW HOME SPECIALISTS DENNIS WALSH AND ASSOCIATES
- RESIDENTIAL CONSTRUCTION CERTIFIED DENNIS WALSH AND ASSOCIATES
- EPRO CERTIFIED NAR
- CERTIFIED TOASTMASTER TOASTMASTERS INTERNATIONAL
- ALAN WEISS'S MILLION DOLLAR CONSULTING COLLEGE
- DAD & PLANT OWNER

















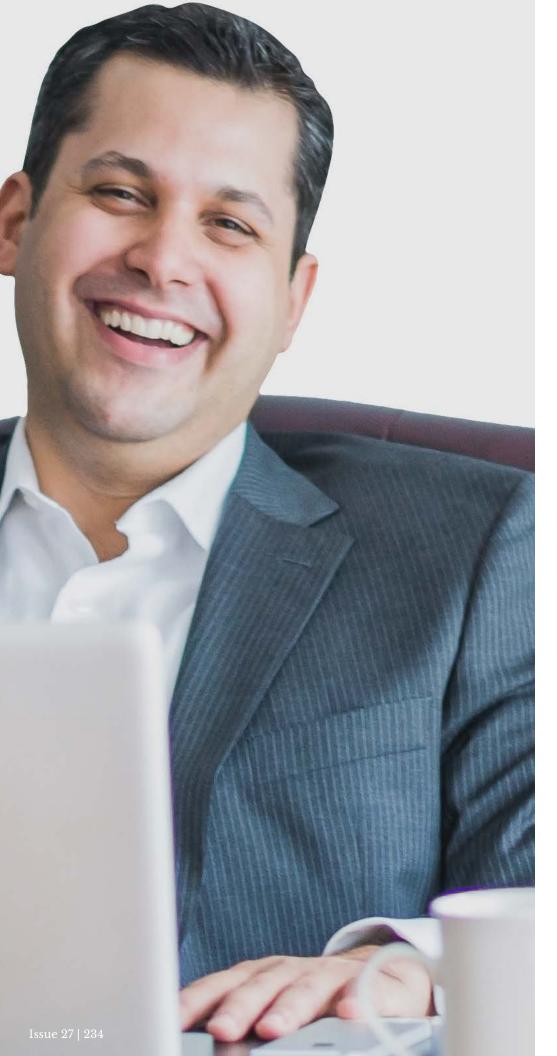
Some designations and certifications have been earned but not currently active. I have been a NAR instructor who has delivered a few of these courses in the past.

PAST VOLUNTEER WORK

- NATIONAL SPEAKERS ASSOCIATION CHAPTER LEADERSHIP COUNCIL
- NATIONAL SPEAKERS ASSOCIATION CHAPTER PRESIDENT
- MISSOURI ASSOCIATION OF REALTORS BOARD OF DIRECTORS
- ST. LOUIS ASSOCIATION OF REALTORS COMMITTEES
- REAL ESTATE EDUCATORS ASSOCIATION
- MARYLAND HEIGHTS CHAMBER OF COMMERCE

HOBBIES/INTERESTS

- VORACIOUS READER MINIMUM 2 BOOKS A WEEK
- APPLYING CULTURAL INTELLIGENCE IN FOREIGN MARKETS
- DATA SCIENCE, MACHINE LEARNING, ARTIFICIAL INTELLIGENCE AND ROBOTICS
- TEACHING MY SON TO SWIM, READ, AND EXPERIENCE NATURE
- COOKING, GRILLING OUT, AND ROLLING SUSHI



"I want you to be successful in your business by having the skills and the tools that make life easier."

Doug Devitre

Screen-to-screen technology is one of the most powerful tools you will ever use.

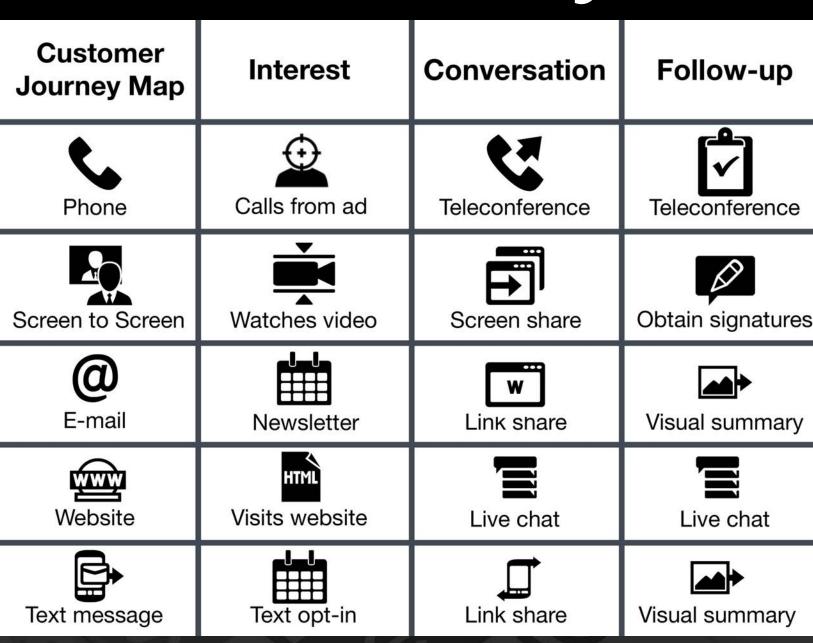
It's on your desktop, your laptop, your tablet, and your smartphone. It puts face-to-face accessibility at your fingertips, delivers high impact at a low cost, and opens up a whole new world of sales possibilities. From remote business meetings to long-distance presentations to live customer feeds, screen-to-screen is where it's at. And since it works on multiple platforms, it's wherever you want to go.

Filled with money-saving tips, time-saving strategies, and practical tech-smart solutions to all your business needs, Screen to Screen Selling is the perfect goto guide for making person-to-person connections that really count—and really pay off.

About Doug Devitre

Inducted into the National Association of Realtors Business Specialties Hall of Fame, awarded Entrepreneur of the Year from University of Missouri-Columbia, and bestowed the top honor of Certified Speaking Professional Designation by the National Speakers Association.

Order Today







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HTTP://SCREENTOSCREENSELLING.COM



