

# IDEA DESIGN DIRECTIVE

**FACILITATOR:** Doug Chasick

**SESSION:** 1

**TABLE #:** 11

**BRAINSTORMER'S NAME:** Amanda Simpson, Berkshire Realty

**TOPIC ASSIGNED:** Brag about the best idea that you've recently implemented! Please be certain to include as many details as possible to assist other Brainstormers who might like to implement the idea too!

**IDEA/THEME:** Training with Home Shopping Channel and Home Shopping Club

**KEY VISUALS:**

- ◆ TV with Home Shopping Channel
- ◆ Items for each Leasing Consultant to sell

**MEDIA VEHICLE(S):**

**EXPLAIN HOW THE IDEA / PROGRAM SHOULD BE IMPLEMENTED:**

Each participant has an item to sell (example-pencil). Taking turns, leasing consultants stand up and try to sell us their item. Once everyone is done , we watch 10 minutes of Home Shopping. The hosts on these shows are excellent at creating urgency, bringing out emotions, closing, and description.

Leasing Consultants re-sell their product. Play hangman with words used in training.

Ideas for group: 1) Local resources to help sell 2) Record or video tape each leasing person

3) Choose person that did the best 4) Have an incentive for the best presentation.

**FILE UNDER:** Leasing 19T