



First Marin Realty  
New Homes Division

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Bangs & Company  
30 Nancy Drive  
Novato, CA 94947

To whom it may concern:

In November of 1989, I participated in a sales course conducted by Larry Bangs. Being someone who is dependent on my sales ability for my livelihood, I have been in a number of sales courses in the past. This one was very different and clearly more powerful than others.

Rather than dwell on specific techniques or scripted approaches to selling, this course focused on bringing out the natural strengths of each participant. The sessions were lively and conducted such that each person got a lot of individual attention. We each presented our "sales pitch" a number of times and got excellent feedback from Larry and the rest of the group about what worked and how we might improve what didn't work. We also worked on specifics such as how to develop effective, long-term relationships as the foundation for our selling, how to create a compelling possibility for people and how to make effective offers and requests in the selling process.

One of the most valuable outcomes of the course for me was seeing the I had a tendency to let my clients stay with a price that I knew was unreasonable rather than tell them straight out that the price needed adjusting if they really wanted to sell. The result was that I sometimes lost the kind of control of the deal that you have to have in order to be effective as a listing agent. During the time I spent in the course, I shifted the way I was approaching those situations and it made a dramatic impact. Before the course was over, I had put three deals into escrow that just were not moving quickly before.

I think the way Larry works with sales people is particularly useful during a period when the market is depressed as it is now. If you have fewer potential deals, you have to be more effective in closing them. The Effective Selling Course delivers and I highly recommend it.

Sincerely,

Marcine Engel  
President, New Homes Division