

# The FIVE Essentials of a Winning Client Presentation



Have you ever walked away from a listing presentation thinking, “I should’ve won that”?

You’re not alone—we’ve *all* been there.

But here’s the good news: there are only **FIVE reasons** a client engagement falls short. Just five!

Once you know what they are, you can start to **master the skills, insights, and strategies** to eliminate them—for good.

In this high-impact keynote, you’ll discover exactly what those five reasons are and how to turn them into **repeatable wins**.

**Start applying these proven practices, and you won’t just *compete*—you’ll start closing more deals, more often.**

## SESSION FEEDBACK

*“Our office has a very high success rate when The GAP Analysis Client Engagement Model is used. 4 out of 5 industrial wins since implemented and 3 out of 3 office leasing. Feedback from clients generally is that if we are that innovative in our submissions we ought to be that innovative in how we go about procuring leasing / sales outcomes.”*

**James Y.** | CRE Managing Director

*“Being coached by Gerald was a career changing experience. When Gerald said I would win 85% of my listing presentations as a result of his training I was skeptical. My ratio is even higher since his training. I can’t recommend his classes highly enough.*

**Jeffrey O.** | Real Estate Agent

*“When it comes to presenting, Gerald Clerx is the industry guru.”*

**John K.** | Real Estate Company CEO

## COURSE FACILITATOR



**Gerald Gordon Clerx** is the creator of the *Client Engagement Mastery* training program and author of the acclaimed *ACRE Formula* book series. With workshops delivered to over **100,000 real estate professionals across 32 countries**, Gerald has become a trusted voice in helping agents elevate their client experience and dramatically improve their listing and selling success.

At the core of Gerald’s work is a proven model for mastering the **three critical phases of client engagement**—a game-changer for REALTORS® looking to close more deals with greater confidence and consistency.

Renowned for his **engaging, entertaining, and inspiring** presentation style, Gerald delivers powerful insights with humor, energy, and authenticity. His global perspective, shaped by years of international travel, brings cutting-edge best practices from top-producing agents around the world straight to your stage.

**Get ready for a keynote that’s not only practical—but unforgettable as well!**