

# The Group Inc. Ninja Selling Retreat Fort Collins, Colorado

Thank you for your participation in The Ninja Selling Retreat. The retreat will be held at our Harmony Road office in Fort Collins. We look forward to meeting you in February! Please review the enclosed information and if you have any further questions please don't hesitate to call or email Lauren Roesener at 970-377-4975 or [lroesener@thegroupinc.com](mailto:lroesener@thegroupinc.com)

The fee for the two-day retreat is \$350/person which includes breakfast and lunch each day along with course materials. A meet and greet party will be held at the end of the first day. Beverages and light canapés will be served. The suggested dress code for the retreat is "business casual."

A list of hotels, restaurants, and activities in Fort Collins is enclosed. Should you have any questions about the retreat, please contact Lauren Roesener at 970-377-4975 or [lroesener@thegroupinc.com](mailto:lroesener@thegroupinc.com).

**Directions to The Group, Inc., Harmony Office:** If traveling by air, you must fly into Denver International Airport (DIA). Directions from DIA: Take Pena Blvd. West to E-470. Turn right onto E-470 (this is a toll road that will cost you \$4.50 to go about 20 miles to I-25). Take I-25 North to Exit 265. Get off at Exit 265 and head west on Harmony Road approximately 1.5 miles to Corbett Drive. You will see The Group, Inc.'s building on your left. Turn left on Corbett. **Please park on Corbett Drive or in the parking lot of the large building to the south.** Please try to carpool to the Harmony Office as parking is rather sparse. We will meet in the Harmony Room, which is in the lower level of the building. From the airport, it should take you about 1 hour to get to Fort Collins (in normal traffic and weather).

The address and phone number of The Group's Harmony Office are:

2803 East Harmony Road  
Fort Collins, Colorado 80528  
Phone: 970-229-0700  
Fax: 267-373-4975

# Welcome to Ninja Selling!

## Our Mission

The mission of Ninja Selling is to do 3 things:

1. Increase your income per hour
2. Increase your customer satisfaction
3. Improve the quality of your life

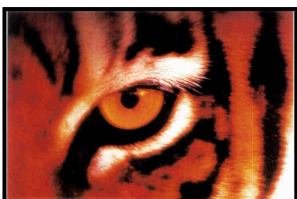
“Ninja Selling is more than a way of selling. It’s a way of life.”

## Six Keys to Ninja Success

The foundation of Ninja Selling is to develop Ninjas in six key areas.

1. **Energy, focus and thought.** Understanding physical, emotional, mental, and spiritual energy. Learning how to focus this energy. Learning how the brain works, how to focus our thoughts, and how we become what we think about.
2. **Mastery.** Making the commitment to seek mastery in your life. Learning how to consistently produce results that are so beyond the ordinary that many call them miracles. Learning how ordinary people can achieve extraordinary results.
3. **Socratic Selling.** Learning how to stop selling and start asking the right questions – and then listening. Ninja Selling is less about selling and more about helping people buy. Ninja Selling is about learning to be a master communicator.
4. **Controlling the process.** Learning to control the sales process and having your customer control the decisions.
5. **Customer focus.** Ninja Selling is customer centric. It is based on deep market research into what customers want, how they think, and how they make decisions. Ninjas learn how to become perceived as “Trusted Advisors” by their customers.

**Focus on what works.** Ninjas learn to focus on doing the “Vital Few” that make the difference. They are able to have high incomes per hour because there is little wasted effort. They learn the rituals, routines, and habits of success. We utilize the tiger eye as a representation of focusing our energy into achieving what we desire.



What you focus on expands...

# What is Ninja Selling?

Ninja Selling is a system based on a philosophy of building relationships, listening to the customer, and then helping them achieve their goals. It is less about selling and more about helping people buy.

It is called Ninja Selling because one of The Group sales partners who helped develop the system was nicknamed “The Ninja” by the staff in his office. He had great sales volumes, great customer satisfaction and referrals and yet seemed to have a life outside of his career. He had by far the highest income per hour of any salesperson in the company. Larry Kendall began documenting the sales systems used by the original Ninja and other top sales people at The Group. Ninja Selling is the result.

Ninja Selling is based on a belief in abundance and the power of focused energy and synergy with others. The symbol used for Ninja Selling is the Japanese symbol for “Ki” or the universal energy (spirit) that connects all things. Ninja Selling is based in the philosophy of the non-violent martial art, Aikido – the way of harmonizing energies.



## History of Ninja Selling

Larry Kendall developed the Ninja Selling system in 1994 and began teaching it in Colorado. It is the sales training system for our company. In 1997, he was featured on Howard Brinton's Star Power "Star of the Month" CD (he was the first manager featured.) This led to a request from CRS in 1999 for him to train all of the CRS instructors in Ninja Selling, which was done in Vail, Colorado in July of 1999. Walt Frey, senior CRS instructor commented that he thought the material was the best he had ever seen and could change the industry.

Because of the demand for this course, Walt has asked CRS Instructor Zan Monroe to teach Ninja classes east of the Mississippi and Walt will do the west. Larry seldom ventures out of Colorado to teach as he has also had a real estate company to run and could not devote the time to Ninja Selling.

As a result, Ninja Selling in our company has not had any full time attention, marketing, website, etc. We are in the real estate business, not the workshop, tapes and books business. We have done the best we can to help support those agents and companies who want to make the shift but it has been hard to do this and run a company as well. This has changed now in 2007, as Larry has officially retired as Chairman (after 30 years), turning over the company to our management team, and devote all of his time to training.

# Larry Kendall



Larry Kendall holds a Masters Degree in Business Administration from Kansas State University and has engaged in the real estate business for 30-years. He is Chairman Emeritus and one of the founding partners of The Group, Inc., a real estate firm owned equally by its sales associates and staff. Presently, the firm has 240 sales associates in seven offices throughout Northern Colorado. In 2002, *Realtor Magazine* named The Group, Inc. “The Most Productive Real Estate Company in the United States”, according to ranking by the National Association of Realtors. The Group was also named the top company in two categories, the highest dollar sales volume per associate, and the highest number of average

transaction sides closed per associate. In 2004, The Group, Inc. was recognized for the highest number of average transaction sides closed per associate among the top 100 real estate companies in the country.

In 1994, his class, “Ninja Selling”, was presented to 440 participants in the International Center of the Broadmoor Hotel and still holds the record as the largest continuing education real estate class ever taught in Colorado. Larry went on to teach “Ninja Selling” to over 7,000 Realtors in Colorado.

## Larry’s community activities include:

2006 Colorado Realtor of The Year

Everitt Real Estate Center Hall of Fame

Special Achievement Award - National Association of Realtors

Council of Residential Specialists

Past-Realtor of the Year by the Fort Collins Board of Realtors

Business Person of the Year by *Business World Magazine*

Past-President of the Fort Collins Area United Way

Director of First Bank Holding Company

Past-Chairman, Colorado State University Development Council

In 1997, Larry received the prestigious “Collins Award” for his leadership and service to the Fort Collins community. In 2001, Larry and his wife Pat were honored with the National Multiple Sclerosis Society

“Hope Award”. Larry and Pat have two children. Pat is a professor of nutrition at Colorado State University.

*Larry’s mission is to help people bring out the best in themselves  
and their organizations.*

## **We define a Ninja Company as one in which the majority has:**

1. Been through the basic CRS Ninja Selling Course,
2. The leadership of the organization has embraced the "Ninja Path"
3. There is an ongoing monthly Ninja Coaching program in the company
4. A number of the members have been to Fort Collins to see the system in action
5. Managers have attended the one day management session in Fort Collins.

## **Here is what we have found to be successful for other companies:**

1. Start with a CRS Ninja Selling Class for your company. Contact CRS, Walt Frey at [walt@waltfrey.com](mailto:walt@waltfrey.com), or Zan Monroe at [zan@zanmonroe.com](mailto:zan@zanmonroe.com) for more information. Try to get your key people to attend along with some of the managers.
2. One of the CRS Ninja Masters will light up your people and they will want to "walk the Ninja path". To keep them on track, they can offer your company a Ninja Coaching program where one of the instructors comes to your company once a month for 1/2 day. Typically agents sign up for this and have some financial investment. Sometimes the company will help pay for part of it.
3. Encourage your key people to attend a Ninja Retreat at our offices in Fort Collins, Colorado. I've attached a sample outline of what is covered. The first two days are for sales people and the third day is for managers. The cost is \$350 per person for the 2 day sales retreat and \$100 for the one day management class.

## **What can the Ninja Selling system do for your company?**

Frank Norton, Jr., owner of The Norton Agency in Gainesville, Ga. is a very analytical owner and has tracked the performance of people who have been in the Ninja program compared to those who have not. Last time Larry talked to Frank, his Ninja agents had experienced a 51% increase in volume - while the market and his other agents had only increased 5%. Bud George, General Sales Manager of the 300 agent Bob Parks Realty in the Nashville, Tenn. area has seen similar results. John Bush of Lawrence Realty in Lawrence, Kansas has taken his company from number 5 in their market to number 1 with the Ninja system - even though the #2 and #3 companies outnumber him in agents by 3 to 1.



# *Ninja Selling Retreat*

February 18<sup>th</sup>-20<sup>th</sup>, 2009

Wednesday, February 18<sup>th</sup>:

- |                        |   |
|------------------------|---|
| 7:00 a.m. – 8:00 a.m.  | Continental Breakfast Served  |
| 8:00 a.m. – 11:00 a.m. | <b>Larry Kendall – Essence of Ninja Selling</b><br>“Patterns of Excellence” Routines & Rituals of the Ninja<br>“Learning to Run Your Brain – The Power of Focus”<br>“7 Habits of Ninja Success”   |
| 11:00 a.m. – Noon      | <b>Conversations with the Original Ninja</b><br>Meet Jim Dunlap, and hear his incredible story  |
| 12:00 p.m. – 1:00 p.m. | <b>Lunch Served</b>   |
| 1:00 p.m. – 2:00 p.m.  | <b>Joann De’Leon- Realtor 7.0</b><br>“Getting Your Listings Sold”   |
| 2:00 p.m. – 3:00 p.m.  | <b>Conversations with Wynn Washle</b><br>“Running Your Business Like a Business – Having Fun,<br>Making Money, Helping People   |
| 3:00 p.m. – 5:30 p.m.  | <b>Breaking Limits- “The Board Breaking Experience”</b><br>(This is an optional class for all retreat participants)<br>Learn to focus your mind and your energy so you can accomplish “the impossible” – break 1” x 12” boards with your bare hands. This fun, over the top experience helps participants turn fear into power as they learn to go “100% Full On!” Many have said this experience is life changing. |
| 5:30 p.m. – 6:30 p.m.  | <b>Ninja Reception (Light canapés &amp; beverages served.)</b>  |

Thursday, February 19<sup>th</sup>:

- |                         |   |
|-------------------------|---|
| 7:00 a.m. - 8:00 a.m.   | Continental Breakfast Served  |
| 7:00 a.m. - 7:45 a.m.   | Demonstration session of Focus 1 <sup>st</sup> Products<br>(In the upstairs conference room)  |
| 8:00 a.m. - 9:00 a.m.   | The Path of the Ninja - Larry Kendall   |
| 9:00 a.m. - 10:00 a.m.  | Conversations with John Simmons<br>"How to go from Rookie to Ninja in 3 Years"  |
| 10:00 a.m. - 12:00 a.m. | Conversations with Tami Spaulding - Business Plans<br>"A Day in the Life of Tami Spaulding - Happy<br>Customers, High Income, High Net Worth, Weekends<br>Free" |
| 12:00 p.m. - 1:00 p.m.  | Lunch Served  |
| 1:00 p.m. - 2:00 p.m.   | Conversations with Nate Buie<br>"Work your plan! Have an awesome life!"   |
| 2:00 p.m. - 3:00 p.m.   | Larry Kendall<br>"The Power of Vision"  |

## Ninja Management Retreat

Friday, February 20<sup>th</sup>:

- |                        |   |
|------------------------|---|
|                        | (For Managers and Owners Only)  |
| 8:00 a.m. - 9:00 a.m.  | Continental Breakfast Served  |
| 9:00 a.m. - 12:00 p.m. | Larry Kendall - Leadership & Management Systems<br>"Providing the vision and the systems to support Ninjas" |
| 12:00 noon - 1:00 p.m. | Lunch Served  |
| 1:00 p.m. - 3:00 p.m.  | Action Plans for Managers<br>"Simple ways to get early wins"  |

# Ninja Retreat Registration and Payment Form

Yes! I would like to register for the Ninja Retreat on February 18<sup>th</sup> & 19<sup>th</sup>

\_\_\_\_\_ Please charge my credit card \$350 for the February 18<sup>th</sup> & 19<sup>th</sup> Ninja Selling Retreat.

\_\_\_\_\_ Please charge my credit card an additional \$100 for the February 20<sup>th</sup> Managers Retreat

**\* Please be aware that we will run your credit card 2 weeks prior to the retreat. Also, once you register, you have until 2 weeks prior to the retreat to cancel your registration, otherwise you will still be charged the full registration fee *regardless of circumstances*\***

**\*\* Print the following information *clearly* to ensure proper spelling on class roster & name tags\*\***

Your Name \_\_\_\_\_ Company Name \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Phone \_\_\_\_\_ Your Email Address \_\_\_\_\_

## For Billing Purposes Only:

Please charge my: \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa

Name as it appears on your credit card: \_\_\_\_\_

Address your credit card bill is sent to: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date on the card: \_\_\_\_\_ Three digit number on the back of the card \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IMPORTANT:** Before registering or making travel arrangements, please confirm with Lauren Roesener to ensure that there is still space is available. If you are paying by credit card, please fax, email, or mail this form:

Fax: (267)373-4975

Email: [lroesener@thegroupinc.com](mailto:lroesener@thegroupinc.com)

Mail: Lauren Roesener, c/o: The Group Inc.

2803 East Harmony Road

Fort Collins, CO 80528 (970) 377-4975

# Hotel Accommodations

## Hilton Garden Inn

2821 E. Harmony Rd.  
Ft. Collins, Colorado, USA, 80528  
970-225-2900

*The recommended place to stay- In the same parking lot as our office*

**\*\* A special rate of \$109 per night will be offered\*\***

- 1) Go to: <http://hiltongardeninn.hilton.com/en/gi/groups/personalized/FNLFCGI-NJA-20081014/index.jhtml>

## Hampton Inn

1620 Oakridge Drive  
Fort Collins CO 80525  
Local number: 970-229-5927  
Reservations: 800-426-7866

1.5 miles to the Group office on Harmony Road

**\*\* A special rate of \$89 per night will be offered\*\***

The code for booking is "NST or Ninja Sales Training" which is what you want to mention when booking.

## Residence Inn by Marriott

1127 Oakridge Drive  
Fort Collins, CO 80525  
Local Number and Reservations: 970-223-5700  
3.5 miles to the Group office on Harmony Road

## Marriott Hotel

350 E. Horsetooth Road  
Fort Collins CO 80525  
Local Number: 970-226-5200  
Reservations: 800-228-9290  
3.5 miles to the Group office on Harmony Road

## Comfort Suites

1415 Oakridge Drive  
Fort Collins, CO 80525  
Local number: 970-206-4597  
1.5 miles to the Group office on Harmony Road

## The Fort Collins Hilton

425 W. Prospect Road  
Fort Collins, CO 80524  
Local Number and Reservations: 970-482-2626  
6.5 miles to the Group office on Harmony Road

**The following are unsolicited comments made by participants of the Ninja Retreat. Their comments were sent to us after they had returned home and re-entered their real estate business.**

The Ninja Retreat was the best real estate event I have ever attended. Thanks for your hospitality at the retreat. You helped make our first trip to Colorado a great one!

David Stefik  
Owner of Stefik Realty  
Niagara Falls, New York

I wanted to let you know how very excited our agents and managers are about the Ninja Retreat. We left Fort Collins with a lot of enthusiasm and passion. You and your firm are a great example for the real estate industry. I applaud you and your agent's efforts. All of your speakers were fantastic and I look forward to sending another group of agents to experience "The Group Difference."

Tommy Howard  
Vice President of The Norton Agency  
Gainesville, Georgia

Thank you on behalf of all of us at Ruhl and Ruhl! I have received many emails from my agents about how your seminar was a life enhancing experience. You are absolutely having a significant impact on my company and the real estate industry. Thanks for sharing your time and knowledge.

Caroline Ruhl  
Owner of Ruhl and Ruhl Realtors  
Davenport, Iowa

This retreat has changed my thinking forever! I look forward to many hours processing and developing a plan of action based on the principles I learned at the retreat. Thanks for the lifesaver this information will be for my future clients and business.

Paul Ollsen  
Coldwell Banker  
Modesto, California

How does one express thanks for the gift of self realization? I have chosen to exist in an industry that has had agents duped into believing that this is how it has to be. Thanks for waking me up. Your hospitality and business truly are first class. I hope our paths cross again.

John Everitt  
The Norton Agency  
Gainesville, Georgia

Enormous thanks to you and your entire team for a truly terrific week in Colorado. The material was excellent and the efficiency of the event was tops. Thank you for sharing all of your ideas and success strategies.

Donna Maxwell  
Vice-President of EWM Realtors  
Plantation, Florida

# Restaurant Ideas

## **Austin's American Grill**

2815 East Harmony Road 970-267-6532 (Next to The Group office)  
100 W. Mountain Avenue 970-224-9691 (Downtown)

## **The Stonehouse Grill** (*Good option for large parties*)

125 S. College Ave 970-498-0873 (About 6 miles from the office)

## **Bisetti's Italian Food** (*Good option for large parties*)

120 S. College Ave 970-493-0086 (About 6 miles from the office)

## **The Canyon Chop House** (*Fine Dining*)

211 Canyon Ave 970-493-9588 (About 5 miles from the office)

## **Texas Roadhouse**

4633 S. Timberline Road 970-207-0006 (about a mile from the office)

## **Mulligans**

2439 S. College Avenue 970-482-3554 (about 4 miles from the office)

## **Chili's**

3524 S. College Avenue 970-223-2307 (about 3 miles from the office)

## **Jay's Bistro** (*Fine Dining*)

137 W. Oak 970-482-1876 (about 6 miles from the office)

## **Young's Cafe**

3307 S. College 970-223-8000 (about 3 miles from the office)

## **Cooper Smiths Brewing Company**

5 Old Town Square 970-498-0483 (about 6 miles from the office)