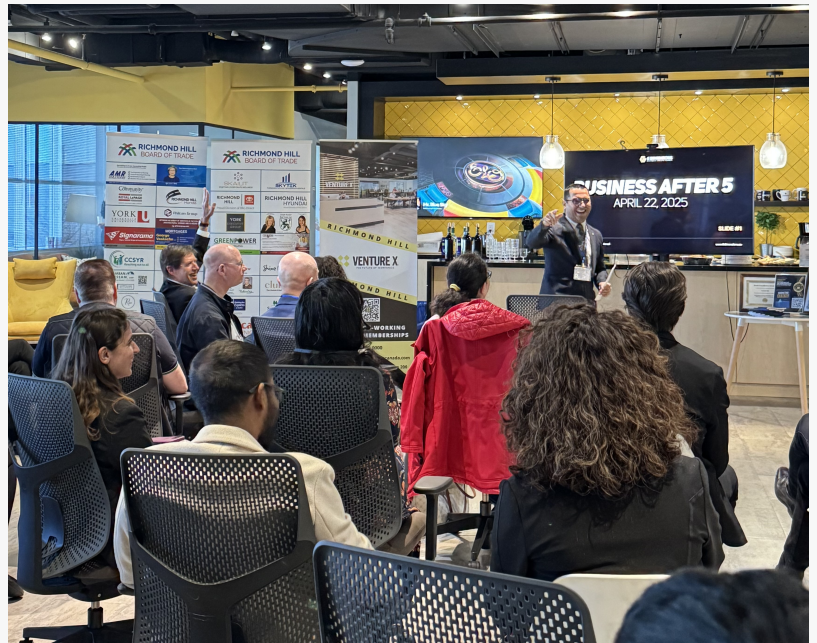


F. Moradi Business Coaching & Consulting Launches Real Estate CRM Sales Training

New 14-module program focuses on lead ownership, qualification, follow-up and pipeline discipline after property enquiries enter the CRM.

TORONTO, ON, CANADA, August 28, 2026 /EINPresswire.com/ -- F. Moradi [Business Coaching & Consulting](#) has announced the launch of [Real Estate CRM Sales Training](#), a new online training program designed to help real estate professionals create a more consistent process for managing property enquiries after they enter a customer relationship management system.



F. Moradi Coaching & Consulting

The program addresses a part of the real estate sales process that can receive less attention than lead generation itself: what happens between the arrival of an enquiry and the eventual sales outcome.

Real estate companies increasingly rely on digital advertising, portals, websites, social media and referral campaigns to generate buyer and seller enquiries. Once those prospects enter a CRM, however, the quality of the sales process depends on factors such as response time, ownership, qualification, record keeping, follow-up, task management and accurate pipeline progression.

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The goal is not to generate more leads. It is to make sure the opportunities already entering the CRM move through a clear, accountable sales process.”

*F. Moradi, Strategic Growth
Advisor and Author*

Real Estate CRM Sales Training was developed around the premise that increasing lead volume alone does not necessarily address weaknesses that occur after an enquiry has already been generated.

The 14-module program provides a structured framework covering immediate response, lead

triage, discovery and qualification, property presentation, objection handling, pipeline classification, follow-up, negotiation, closing, post-sale activity and longer-term lead management.

Unlike software-specific CRM courses, the training focuses on sales behavior and operating processes rather than teaching users where to click within a particular technology platform. The methodology is designed to be adaptable to different CRM systems used by individual agents, brokerages, developer sales teams and property advisory businesses.

The program also includes nine implementation resources intended to help participants translate the training into daily sales activity. The resources address areas including qualification, follow-up, CRM routines, management oversight and the use of artificial intelligence to support structured sales communication and data management.

“The goal is not to generate more leads. It is to make sure the opportunities already entering the CRM move through a clear, accountable sales process,” said F. Moradi, instructor of [Real Estate Sales Training](#).

Moradi said the program was developed after repeatedly observing a disconnect between successful marketing campaigns and the sales processes responsible for handling the resulting enquiries. In those situations, marketing could create interest while inconsistent follow-up, unclear ownership or incomplete pipeline management made it difficult for teams to understand which opportunities remained active and what action should happen next.

A central principle of the training is that every active opportunity should have an identifiable owner, an accurate status and a defined next action. The framework also encourages sales managers to treat CRM accuracy as an operational issue rather than simply an administrative requirement.

The training is intended for individual real estate agents as well as property advisors, brokerage owners, sales managers, international property consultants and developer sales teams seeking to establish more consistent CRM and pipeline practices.

The launch also includes a free masterclass examining common points where property enquiries can lose momentum between lead generation and revenue.

Real Estate CRM Sales Training is now available online, with program information, curriculum details and enrollment terms published at <https://realestatecrmsalestraining.com/>

Lina D.

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