

Recruiting Mastery™

Session 3

Recruiting Structures and Prospecting Scripts



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

RECRUITING STRUCTURE..... 3

 CREATE A HOT LIST 3

 TIME BLOCK..... 3

 ENLIST THE SUPPORT OF CURRENT AGENTS 3

 MAKE PROSPECTING A HABIT 4

 BE READY 4

 ISOLATE THE OBJECTION 4

BREAKOUT SESSION 5

 BREAKOUT WEBEX INSTRUCTIONS 5

 BREAKOUT PROSPECTING EXERCISE 1 - MANAGER..... 7

 BREAKOUT PROSPECTING EXERCISE 1 – AGENT (PROSPECT)..... 8

 BREAKOUT PROSPECTING EXERCISE 1 - OBSERVER 9

 BREAKOUT DEBRIEF 10

THE COOPERATIVE BROKER HOT LIST..... 10

CO-OPT HOT LIST SCRIPT 11

 APPROACHING CURRENT AGENTS 11

 CALLING THE RECRUIT 12

BASE HOT LIST SCRIPT 13

ACTION PLANS – WEEK 3..... 13

OBJECTIVES

During this session you will:

- Hold yourself accountable for your action plans.
- Activate your recruiting strategies.
- Begin making prospecting calls.
- Prepare to win.

RECRUITING STRUCTURE

CREATE A HOT LIST

You have a job or duty of creating your hot list.

- At least a 5:1 ratio.
- If there are not enough productive agents available (rising stars and mature professionals) then you must add new agent to the recruiting goal.
- Decide your mix as you create your hot list.

TIME BLOCK

You need to time block.

- Specific times for prospecting and recruiting interviews.

ENLIST THE SUPPORT OF CURRENT AGENTS

You need to enlist the support of your current agents and convince them of the benefits to them of recruiting new agents.

- Get them to introduce and suggest agents they would be proud to have on the team.

MAKE PROSPECTING A HABIT

You need to make your prospecting calls a habit.

- Get the rhythm and set expectations.
- What are the days? What are the times?
- Block them out.

BE READY

You need to be up and ready when you call.

- You need to convince the prospect that you are a very positive person; that you are up, ready, and anxious to talk to them.

ISOLATE THE OBJECTION

Your goal is to isolate the objection.

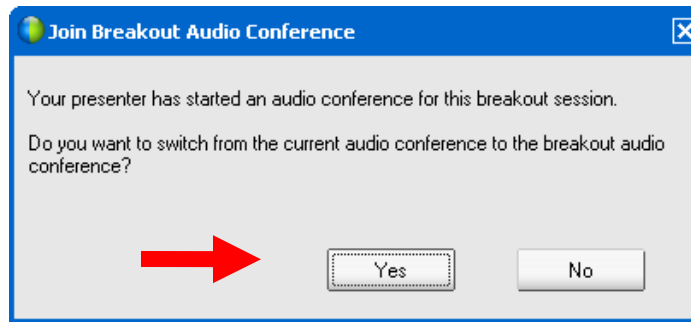
- Discover where the discomfort is with that agent.

BREAKOUT SESSION

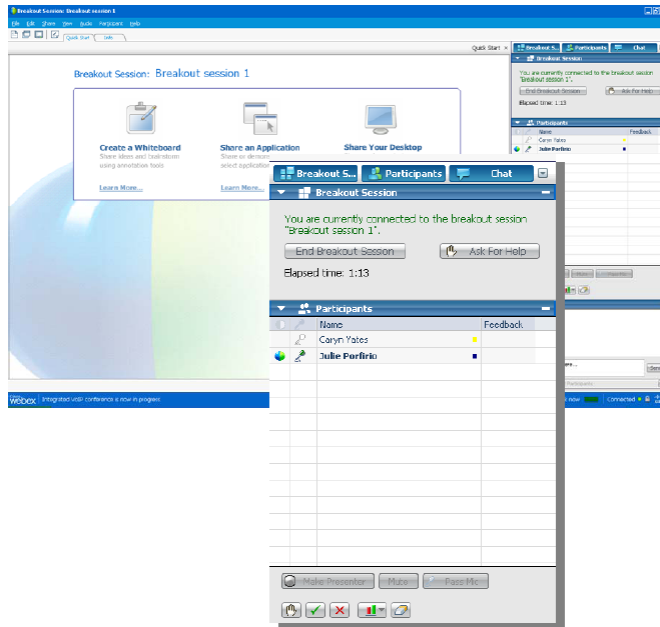
BREAKOUT WEBEX INSTRUCTIONS

PRESENTER – The Squadron Leader will be selected to be a Presenter in a Breakout Session.

1. Presenters will get the following screen.



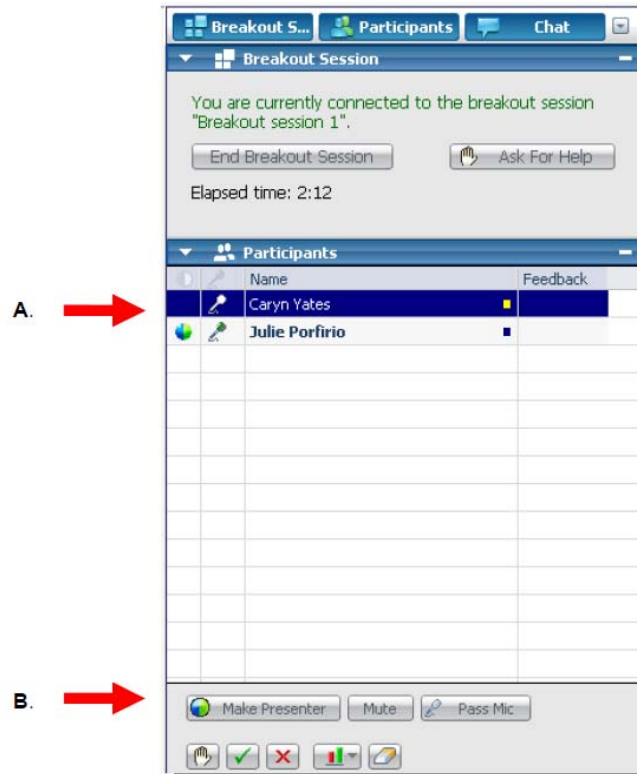
Click on the "Yes" button.



RECRUITING MASTERY SESSION 3 – RECRUITING STRUCTURES AND PROSPECTING SCRIPTS

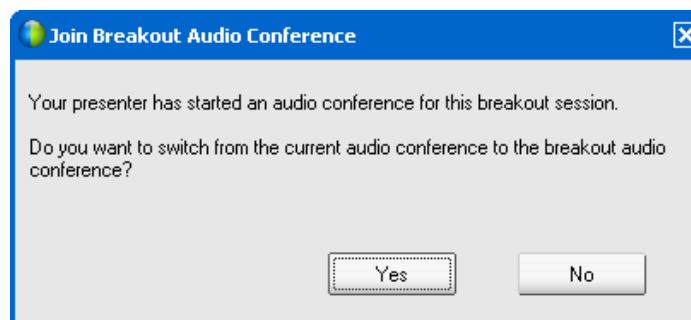
2. The Presenter can then pass the microphone to one student at a time. To do this:

- A. Highlight the name of the student by left clicking on it.
- B. Then click on the “Pass Mic” button (located under the list of attendees).



PARTICIPANT – All others in the Breakout Session will be participants.

1. Participants will get the following screen:



Click on the “Yes” button.

BACK IN THE MAIN ROOM – Once you come back from each Breakout Session, you will be asked again to join the VoIP. You must select “Yes” in order to listen and speak in the remainder of the session.

**HOME REALTY PROSPECTING EXERCISE 1
MANAGER**

One of your agents has just reported to you that they had a wonderful cooperative experience with an agent from another firm in your target market area.

Your quick research in the MLS indicates that this agent has been in the business for 5 years and has increased their number of sides each year with a total of 16 sides last year which would be above your “green line”.

Further research indicates the agent is with a well known franchised firm with a good reputation for recruiting and training new agents but often loses their more mature agents to other firms.

Your office is only about 70% full and you are in dire need of young, productive agents.

You have secured the recruits private cell phone number and are preparing to make the call.

- 1. If this is all the information that is available, what else should you consider before you make the call?**
- 2. What is your primary objective?**
- 3. Do you need a script or are you better just “chatting”?**
- 4. Now, make the call!**

**HOME REALTY PROSPECTING EXERCISE 1
AGENT (PROSPECT)**

You are an agent with a well known franchised real estate company. You were recruited into the business 5 years ago by your current firm after you responded to an ad for new agents that promised basic and continual training and a well known brand.

In your 5 years in the business you have progressed each year and last year closed 16 sides with an average sales price of \$240,000.

You like the business, your manager and your firm and have a goal to increase your average sales price to about \$400,000 and increase your sides to at least 20 per year.

Your current company has prepared you well for success and they have good name recognition but you have some concerns if they are able to assist you to make it to the next level in your business.

You are not looking to make a change but today you received a call from a manager at Home Realty and you are interested enough to listen to their pitch.

Before you start talking you pause to focus on:

- 1. What is your primary motivator?**
- 2. If I do make a change, what would I ask for?**
- 3. Why am I even considering another firm?**

Oh, the Home manager is starting to talk...well let's see what they have to say.

**HOME REALTY PROSPECTING EXERCISE 1
OBSERVER**

- 1. How would you evaluate the manager's opening to the conversation?**
- 2. Was the manager in control?**
- 3. Did the manager talk too much?...too little or just right.**
- 4. Did the manager discover the agent's motivators?**
- 5. Was the manager successful at setting a recruiting interview?**
- 6. What did you like best about the manager's approach?**
- 7. What might you do differently?**

BREAKOUT DEBRIEF

Notes:

THE COOPERATIVE BROKER HOT LIST

- **Upon a closed transaction with a co-operating agent you need to be notified immediately.**
- **Information you need:**
 - The agent's name
 - The company they are with
 - How you can contact them
 - What agent from your firm was involved with that transaction

CO-OPT HOT LIST SCRIPT

APPROACHING CURRENT AGENT

Manager: *Mary, I see you just had a cooperative transaction with John of the XYZ Company. Tell me a little bit about John and the transaction. What did you think of him?*

Positive response from Agent.

Manager: *Mary, would you be proud to have John as part of our firm?*

Continued positive response from Agent.

Manager: *Mary, I'm going to give John a call. I might need some help from you in the future. If I do, would you be kind enough to help me try to recruit John to our company?*

Negative response from Agent.

Manager: *Well Mary, I'm still going to give John a call because he looks like a he's a very good prospect. If you change your mind and you'd like to be supportive and helpful, I'd appreciate it.*

CALLING THE RECRUIT

Manager: *Hi, I'm the Broker/Manager with Home Realty and I was chatting with Mary earlier this morning and John, she told me what a great job you did in this transaction.*

You probably already know that we at Home Realty really appreciate professionalism in the real estate business. It's helpful to all of us as Realtors if we all act in a professional manner, and I just wanted to give you a call today John and give you a big pat on the back and thank you for a job well done.

John, I just want you to know that we really appreciate professionalism and Realtors that know their business so here's a big pat on the back and a big thanks.

John, because of your ability as a Realtor in the marketplace I wonder if I could ask you a question or two that would be helpful to us. At our company, Home Realty, we are currently recruiting agents and as we recruit agents it's important for us to know exactly what they're looking for in support services from a real estate brokerage company so we can make sure that we have all those services in place.

John, let me ask you, if I may, what are the three most important support services you look for from a real estate brokerage company? What support services do you need a broker to supply to you?

Response from Agent.

Manager: *John, that's very helpful and I really appreciate that because as we continue to talk to other agents we'll make sure that we emphasize the points that are important as far as support services that you shared with us today.*

Oh, and by the way John, last question if I may, are you satisfied that you're receiving all three of those support services with your current brokerage company?

Response from Agent.

Manager: *Our Company is really proud about our ability to supply number three support services. John, I think we have something to explore together.*

BASE HOT LIST SCRIPT

Manager: *John, as manager of Home Realty I've noticed that you've had great success in the marketplace over the last year or two.*

And I just wanted to give you a call because several of my agents have mentioned to me what a great job you're doing in the real estate business today. At Home Realty we're proud of our competitors who are professional in what they do. Each Realtor that can provide better services to the community and do an outstanding job makes it easier for all of us as Realtors to be recognized as outstanding people in the marketplace today. I just wanted to give you a call John, a pat on the back for a job well done, and to let you know you are truly making your mark in real estate and you're standing out.

By the way John, I wonder if while we're on the phone you could share with me a few moments.

You see, our company is recruiting and always looking for outstanding real estate agents and because you are a pro at what you do, I wonder if you could share with me what are the three most important support services you look for from a real estate brokerage company? What are the three most important things that cause you to say my brokerage company is in true support of my needs and are going to help me be a more successful agent? Would you share those three things with me?

ACTION PLANS – WEEK 3

1. Time block your day and week to set aside recruiting time.
2. Review your scripts.
3. Start prospecting.
4. Revise your scripts to fit the people in your marketplace.
5. Hold yourself accountable every day to your prospecting goals.
6. Win!