

Recruiting Mastery™

Session 4

Time Blocking and Recruiting Calls



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Utilize prospecting scripts and strategies in recruiting agents for your firm.
- Time block for prospecting opportunities and calls.
- Make recruiting prospecting calls.

RECRUITING SCRIPTS

EXPERIENCED AGENTS

You need to do a little homework.

- Go to the MLS for the last year or two and see how the agent has done
 - Number of sides?
 - Average Sales price?
 - Has their number of sides or dollar volume sales gone down or up?
 - Have they been consistent?

On the actual call:

- Find out a little more about their business.
 - Does the majority of their business come from the listing or selling side?
 - Do most of their listings and sales come from conventional properties, REO's, or short sales?

Manager: *At the end of 2010 were you pleased with your productivity and did you reach your goals or were you a little shy or did you exceed your goals?*

If the agent didn't meet their goals: *In your opinion why didn't you reach your goals in 2010? Did you set too high a goal and it wasn't realistic and therefore you couldn't meet it? Do you think the market perhaps was so weak that it didn't give you the opportunity to meet it? In your own mind why didn't you make your goals?*

Possible solution to their challenge: *Do you think if you had full time support or assistance in short sales and didn't have to do all the back and forth paperwork and be so focused on an individual short sale that takes numbers of months to put together, and therefore be able to get out and make more transactions, do you think that would assist you or help you in making your goal?*

The key question is: Why do you think you didn't make your goal?

- Let them come to you with the reasons
- Try to bring them out and enumerate the reasons why
- See if you can isolate the objection
- Then zero in on the solution your company may have

BREAKOUT SESSION

HOME REALTY PROSPECTING EXERCISE II
MANAGER

You are a long time manager of a reasonably successful Home Realty office that has flirted with its' profit goal over the last 3 years but never quite achieved it.

You believe that the key to your office exceeding its profit goals is to be able to recruit more experienced agents and to bring your currently 80% occupied office up to 100%.

In the past most of your agents have come from “newbies” fresh out of real estate school and your patient approach to training and coaching these agents has resulted in your present mature staff. However, you recognize that this is a long and challenging approach to recruiting and only about 30% of the “newbies” have been successful.

You expect to retire in the next 10 years so it is time for you to change your recruiting format and, hopefully, exceed your profit goal within the next 2 years.

Everyone in the real estate community knows you and respects you but you have never felt comfortable recruiting experienced agents from your competitors and their managers...many of whom are your friends.

You have just been informed that one of your major competitors is having a management/leadership shakeup and the natives (sales associates) are restless. You know this is a prime recruiting opportunity but question your own intestinal fortitude to make the calls. Is this like call reluctance that you train all your agents to overcome? CAN YOU MAKE THE CALLS?

Take a deep breathe and decide which group you are going to focus on first; (1.) beginners, rising stars or mature earners and (2.) which group best fits your office environment (for this exercise let us assume that you have decided to go after the mature earners first as they will yield the most immediate return)?

3. How will you attract their attention with your opening comments?

4. What is your value added and “hook” to make them want to interview with you?

5. What do you need to know before you make the call?

6. Will you use a script or just chat?

7. Don't forget your primary objective.

8. Now, see if you have the nerve to pick up the phone and make the call and start your recruiting prospecting. Good luck!

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

You are an agent with one of the top 3 real estate firms in Tucson. You entered the business 18 years ago with your current company. Their basic training and coaching throughout the years and your hard work have made you one of the top agents in your market area averaging 30 sides a year.

Basically, you have been satisfied with your company and never considered going elsewhere though you have been consistently solicited by all the firms in the area to move.

Recently, there has been a major change in the leadership/management of your firm and some hints that they may be having some financial challenges. You don't know if the latter is true but it has caused unrest among the agents and difficulty for you to focus on your business in this challenging market.

You have not made any inquiries with other firms but you were just surprised to receive a telephone call from a Home Realty manager you have known and respected for many years but who has never tried to recruit you. What a surprise!

Before you start talking ask yourself:

- 1. Would you consider making a move?**
- 2. What's the primary factor (motivator) that would cause you to move?**
- 3. What other factors are important to you?**
- 4. Would you consider an interview with this Home manager?**

What a novel experience but the manager is beginning to talk so...here goes!

**HOME REALTY PROSPECTING EXERCISE II
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:

Recruiting Mastery™ 1/2 HR TIME BLOCKING SCHEDULE

Client _____ Group: _____ Coach: _____ Date: _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:30							
7:00							
7:30							
8:00							
8:30							
9:00							
9:30							
10:00							
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11:00							
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8:30							
9:00							
9:30							
10:00							

BIG ROCKS FIRST

What did we learn from this experiment?

- There is always room for more but one must set a priority
- We don't always have to be first
- The most important things to you in your life must be your highest priority

TIME BLOCKING

INITIAL BLOCKING

Personal Time

Notes: _____

Days Off

Notes: _____

Evenings

Notes: _____

Standing Obligations

Notes: _____

BUSINESS RESPONSIBILITIES

Three major responsibilities for the Sales Associate:

- Prospecting (Past clients, Sphere, FSBO's, Expireds)
- Listing activities (CMA Preparation, Listing Presentation, Listing Management)
- Selling activities (Qualifying, Showing Properties, Offer Negotiations, Closing Sales)

Three major responsibilities for the Manager:

- Prospecting (Recruiting, Recruiting Interviews)
- Training/Coaching
- Administration (Company planning, Marketing)

MANAGER'S TIME BLOCKING EXAMPLE

8:15 – 9:00AM: Open Door to Agents and Checking Emails, Voicemails

Script explaining your availability to the agents in your office:

I'm going to make myself available three times a day specifically for any problems that you have. The first time is going to be between 8:15 and 9:00 in the morning. I get to the office at 8:15, I'm going to be answering emails, voicemails, setting up my day, but if any agent calls me or walks into my office and has a problem with something that came up overnight, they get my full attention.

9:00 – 11:00AM: Prospecting

Voicemail Message Script:

Hi this is _____, thanks a lot for calling. I'm not going to be available to answer any calls this morning until 11:00. Your call is important to me, I'll be returning all calls between 11:00 and 12:00m, and I look forward to talking to you at that time.

11:00 – 12:00PM: Open Door to Agents and Answering Emails, Voicemails

12:00 – 1:00PM: Business Lunch

1:00 – 3:00PM: Training or Coaching

3:00 – 5:00PM: Administration

Voicemail Message Script:

Hi this is _____, thanks a lot for calling. I'm not going to be available this afternoon until 5:00. I'll be returning all calls from 5:00 to 6:00. Your call is important to me. Please leave a message, and I look forward to talking to you at that time.

6:00PM: Review Your Day

ACTION PLANS – WEEK 4

1. Put together a time block form for yourself.
2. Make the commitment that you are going to make daily recruiting calls.
3. Review all the material that we've talked about so far and start making calls and practicing your scripts.