

Recruiting Mastery™

Session 5

Preparing For The Interview



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Define your company's culture
- Design a recruiting marketing brochure
- Create a pre-interview checklist
- Perform a successful interview

THE PRE-INTERVIEW PROCESS

YOUR COMPANY CULTURE AND VALUE PROPOSITION

The first thing to consider is clearly defining what the culture of your company is:

- How does your company operate?
- What are the highlights of your company?

Do you have a value proposition in your company?

- What is your market share?
- What training /coaching do you provide?
- Do you have a substantial amount of relocation?

THREE MAIN THINGS AGENTS ARE LOOKING FOR FROM A REAL ESTATE COMPANY

SAVING TIME

What can your company offer to people in order to save them time?

- Technology
- Marketing programs
- Websites
- Places where the public can ask questions of the company
- Numerous office locations for management help
- Technology system that allows the agent to get management help
- Recommendation of different vendors
- Regular training available to the agent online, written form or live

SAVING MONEY

Does your company have marketing programs that give the agents more exposure in the community?

- Own company magazine
- Online technology
- Open house program

Does your company get advertising discounts the agent can take advantage of?

- Photo list magazines
- Everyday advertising

Does your company have any discounts to help with, or offer help with the design of an agent's personal website?

Being able to give the best price on vendor services is helpful.

Does your company have a national affiliation that allows the agent to be able to save on national advertising?

- Wall Street Journal
- National photo books
- Franchise advertising

Does your company have a complete training program so they don't need to find their own?

GET MORE BUSINESS

Do you have a program that show agents how they can go out and create more business for themselves?

- Member of a franchise
- Member of a nationally recognized program
- RELO programs

What are other opportunities you offer to agents to create more business?

- Numbers of calls that come into the office on a daily and weekly basis
- Floor time / Opportunity time
- A partnership with a law firm or in-house attorney to handle REO paperwork.

RECRUITING MARKETING BROCHURE

A brochure or letter allows us to market our amenities.

Additional avenue: Videos on my company website of existing agents and why they came to my company.

PRE-INTERVIEW PACKAGE

In the package you should include:

- A personal letter from you welcoming them and encouraging them to read the enclosed materials.
- Your brochure
- A request that they come to the interview prepared to tell me which one of the three ways is most important to them.

PRE-INTERVIEW CHECKLIST

- ✓ **Do your homework on the agent’s productivity for at least the last three years.**
 - How many listings did they take during each of those years and of those listings, how many were sold?
 - Look at their total number of sides (Per Person Productivity).

- ✓ **Find out either from them ahead of time or through my research what their current split is and what kind of amenities are offered by their current company.**

- ✓ **Try to ascertain what the behavior pattern or style they are.**

- ✓ **Start thinking about from what you know so far from your discussions if there are further questions you want to ask them.**

- ✓ **There are a couple things you want to think about personally for yourself.**
 - Prepare yourself physically and mentally for the interview.
 - Don’t rush the interview and stay in control.

THE RECRUITING INTERVIEW

INTERVIEW OPTIONS

You can interview in two different sections:

- **One Option:**
 - The first interview being strictly to find out about the agent.
 - If you're satisfied with that you set up a second interview.
- **Second Option:**
 - Doing it all in one interview with the first half of the interview will be questions to the agent regarding their background, successes, and isolating the objection.
 - And then the second half of the interview responds directly to what the agent's concerns are from our first half of discovery.

THINGS TO CONSIDER - PACE

The pace should reflect the interviewee's behavioral pattern.

- **D - Dominant:**
 - Want a quick pace.
 - Say what you've got to say.
 - Give them the facts.
 - They'll make a decision.
- **I - Influencer:**
 - They want to get as much information as possible in a short period of time so they can decide if it feels right to them or not.
- **S – Steady:**
 - Need to slow down and put everything in a logical progression.
- **C – Compliant:**
 - Follow the rule book.

THINGS TO CONSIDER - QUESTIONS

- Are you achieving your goals you set for yourself this year?
- If not, why? If so, why do you think you've had that success?
- Are you satisfied with where you are in productivity or are you way short of what you need to be contributing to your family's income?
- Which of the three smarter way of selling real estate is most important to you? Were you more concerned about saving time, saving money or get more business?
- On a scale of 1 to 10, how well does your current company assist you in achieving your goals?
- What more can we do as a real estate company, as a manager myself, what more could our company and myself do to help you achieve your goal?

PRE-CLOSING QUESTION

“If I could show you a way, how together we can achieve your goals at Home Realty, are you prepared to make the change today?”

If the answer is “YES”...

Proceed with talking about some solutions:

“You brought up A, B, and C. Let me respond to your concerns about A, B, and C.”

As you go through some of the solutions and finish each of those solutions ask them if they're satisfied with your answer.

If the answer is “NO”...

You've got to probe for the missing piece.

“I'm sorry if I misunderstood but I thought the purpose of this meeting is for you to make a decision if Home Realty is the right fit for you or not.

Obviously there's a reason you're not comfortable in making that decision today. May I ask what it is?”

POST-INTERVIEW CHECKLIST

Keep these records so that you see how well you've done:

- Did I hire them?
- If not, was I able to isolate the objection and arrange a call back date?
- What did I learn that I will repeat again?
- What did I learn today that I want to change next time?

Start keeping statistics similar to the board for your recruiting to keep yourself accountable:

- Number of prospecting calls made
- Number of interviews set
- What's the ratio of prospecting calls to interviews set?
- What are the number of interviews held in relationship to the number of recruits that accept the interview?
- How many interviews are held and a job offered before a recruit accepts at the interview?
- What is the number of accepted recruits in relationship to the PPP goal in the first year?

BREAKOUT SESSION

INTERVIEW ROLE PLAY

Agent profile being interviewed:

- 1. The agent has ten years of experience but has had a similar PPP, per person productivity, for the last three years. In other words they've kind of plateaued.**
- 2. Their listings taken to sold ratio is 8-4. For every eight listings they've taken they've sold 4; 50% of their listings.**
- 3. The ratio of original list price to sale price is 88% so they're pretty good at listing, as far as getting them at the right price and they're bringing 88% of the original listing price.**
- 4. They average four sale sides per year for a total of eight sides per year, four being on the sales side, and four being on the listing side, at an average of \$2500.00 per side. Also, when I made the prospecting call for the interview I was not able to really discover what their motivation was, what their behavioral patterns were. I did have a brochure delivered last night by FedEx with my welcoming letter and now it's time for the interview.**

BREAKOUT DEBRIEF

Notes:

ACTION PLANS – WEEK 5

1. Be able to define for yourself your company's culture and value proposition.
2. Start to design and create a recruiting marketing brochure or a recruiting letter itself, one of the two.
3. Consider and discuss, depending on the size of your company, if it is wise for you to create an online recruiting message that you can refer agents to.
4. Create a pre-interview checklist.
5. Design for yourself an interview checklist as to how you're going to proceed with the interview.