

Team Mastery™

Session 7

Identifying and Solving Team Challenges



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Understand the four core success plans that must be implemented to achieve long-term success.
- Complete a self-evaluation assessment and SWOT to identify strengths to match with opportunities in the marketplace.
- Establish a prospecting plan.

THE FOUR CORE SUCCESS PLANS

1. TIME MANAGEMENT SUCCESS PLAN

2. BUSINESS MANAGEMENT SUCCESS PLAN

3. PERSONAL MANAGEMENT SUCCESS PLAN

A Champion Agent and Champion Team are honest with themselves about where they fall short.

SIX KEY RULES FOR BUSINESS

1. Face reality as it is, not as it was or as you wish it to be.

- Today is the only reality you have.
- Too often you don't look your financial reality in the face.
- Reality is some of the numbers in your business.
 - ✓ Gross income
 - ✓ Numbers of listings and sales
 - ✓ What you make per hour (Gross income ÷ hours worked)
 - ✓ Cost per transaction (Expenses ÷ units sold)
 - ✓ Number of listings that expire
 - ✓ Percentage of buyer sides versus seller sides
 - ✓ Where the business is coming from (i.e. referral, open house, sign calls, and ad calls)

2. Be candid with everyone. Tell the truth to all people you work with.

3. Don't manage...lead.

4. Change before you have to.

5. If you don't have a competitive advantage, don't compete.

6. Control your own destiny or someone else will.

SELF EVALUATION ASSESSMENT

Team Member _____ Coach: _____ Date: _____

What are my strengths?

What are my weaknesses?

What new behaviors do I need to embrace to achieve a higher level of success?

What are the key abilities I need to possess to unlock my true potential?

Why am I not taking the action I need to take?

What's the one thing that if you mastered right now, would make the biggest difference in your life?

Favorite Question for Team Leaders and Team Members: What's the one thing that if you mastered it right now, would make the biggest difference in your life?

A Champion Team Leader and Champion Team focus on removing the limiting step...now!

TEAM SWOT

Team Member _____ Coach: _____ Date: _____

<p>STRENGTHS</p>	<p>WEAKNESSES</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>

STRENGTHS

- What am I good at in my business?
- What can I provide that my competition can't?
- What tools, systems, or branding through my team or company add to my strengths?
- What tools, systems, branding, market share or other stats from my Broker, my team, or myself, gives me strength in the marketplace?

WEAKNESSES

- What am I not good at in business?
- What skills need improvement?
- What are the core skills that need improvement?

OPPORTUNITIES

- What is not being done in your marketplace?
- What are your competitors not providing?
- What marketplace changes have created an opportunity?
- What does your company do well that you are not taking advantage of currently?
- What of that your company provides are you not using that would create an opportunity to either increase sales or increase service?

THREATS

- What do your competitors do better than you?
- What outside forces will influence you to change what you do?
- Where is the marketplace now; and where is it going?

4. ACTIVITY MANAGEMENT SUCCESS PLAN

THE 5-5-5 SYSTEM OF SUCCESS

Definition of a contact

Physically talking with a human being, the age of 21 or older about buying or selling real estate or about referring you to someone who could.

1. 5 Past Clients or Sphere Contacts
2. 5 Lead Follow up Contacts
3. 5 “New” Contacts (Someone you have not spoken with before)

A top performing Team Agent does prospecting and lead follow-up even when faced with the need to service a lot of clients.

CAUSE AND EFFECT

- Cause and effect relationship between activity and results.
- What are the ratios of connection?
- What can you expect the return to be?

Team Mastery - Dual Agent Weekly Activity Grid

Team Agent:																										
	Week 1					Total	Week 2					Total	Week 3					Total	Week 4					Total	Contact Totals	
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F			
Contact Numbers																										
SOI / Past Client																										
Internet																										
IVR																										
Call In Leads																										
Lead FU																										
Production																										
Quality Leads Converted																										
Listing Appts																										
Listings Taken																										
Listings Pended																										
Buyer Appts																										
Exclusive Buyer Contracts																										
Buyer Pended																										
Daily Totals																										
	<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>							

Team Mastery - Listing Agent Weekly Activity Grid

Team Agent:																										
	Week 1					Total	Week 2					Total	Week 3					Total	Week 4					Total	Contact Totals	
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F			
Contact Numbers																										
SOI / Past Client																										
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Listings Taken																										
Listings Pended																										
Daily Totals																										
	<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>							

Team Mastery - Buyers Agent Weekly Activity Grid

Team Agent:																										
	Week 1					Total	Week 2					Total	Week 3					Total	Week 4					Total	Contact Totals	
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F			
Contact Numbers																										
SOI / Past Client																										
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Daily Totals																										
	<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>						<u>B/intl</u>							

ACTION PLANS – WEEK 7

1. Complete the self evaluation form and assign to team members.
2. Complete the SWOT for individual and especially team.
3. Assign weekly tracking forms to agents on teams.