

# Managers Putting the On Track to Success System to Work

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# Managers: Putting the On Track to Success System to Work

The manager's coaching companion to  
On Track to Success in 30 Days System for  
Experienced Agents



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# About Carla Cross, CRB, MA

From her two and one-half decades as a real estate practitioner, Carla Cross has built a reputation as *the* contemporary authority on creating exceptional productivity and profits from people. Carla Cross has shared her systems for peak productivity in her presentations to thousands of real estate professionals. Carla can truly say she has 'gone international, because, recently, she was the featured speaker for the Realtor® Associations of Australia and New Zealand. She is the President and founder of Carla Cross Seminars, Inc., Cross Institute, and Carla Cross Coaching.

## **An acknowledged productivity expert:**

Carla has appeared on CNN, MSNBC, dozens of radio programs, and has written hundreds of articles for newspapers, newsletters, and real estate magazines. She has also been featured as a real estate expert in *Cosmopolitan!* (no, not the cover!)

- She has been a presenter at the last 16 National Association of Realtor® Conventions
- She has appeared on CNN and CNBC, as well as dozens of radio programs
- She has been published over 200 times in major real estate magazines and newsletters
- Carla is a National Association of Realtors National Realtor® Educator of the Year
- She is a Washington State Realtor® Educator of the Year
- She was a master level CRB instructor, instructor of the Certified Real Estate Broker designation; author of several CRB Managers' Courses, including the business planning course
- Many of Carla's products are endorsed as best of their kind by the Council of Real Estate Brokerage Managers (CRB Council)
- Many of Carla's products are endorsed as best of their kind by the Council of Residential Specialists (CRS)
- Writer: four sales and management training workshop comprehensive programs for large real estate franchises in the United States and abroad.



## Popular Real Estate Author

The author of 6 internationally published real estate books, Carla is the creator of these popular programs for agents and managers, systems to increase productivity and profits:

**Your Blueprint for Selecting Winners**, a complete selection guide with interview packet

**Become Tomorrow's Mega-Agent Today**, must-have book for recruits/managers

**Up and *RUNNING* in 30 Days**, 3<sup>rd</sup> edition, a business-producing plan for new agents

**Managers: Putting Up and *RUNNING* to Work**, 3<sup>rd</sup> edition, the manager's coaching companion to Up/Run

**The Business Planning System for the Real Estate Professional**

**On Track to Success in 30 Days System for Experienced Agents**, 2<sup>nd</sup> edition, for the experienced agent to re-vitalize business

**Managers: Putting On the Track to Success System to Work**, the manager's coaching guide

**Buyer Beware: Insider Secrets You Must Know Before You Buy a Home**, for consumers

**Advantage 2.0**, the proven in-office results-based new-agent training program—complete

**Business Planning for the Real Estate Owner, Manager, and Team Builder**

**The Complete Presenter/Trainer's Handbook**, for anyone who wants to train effectively.

**Your Client-Based Marketing System**, everything you need to manage the seller's experience

**Your Professional Portfolio**, build the YOU to promote that shows people they can trust you

**The Complete Recruiter**, the whole system and process to build a great recruiting strategy

**Your Complete Buyer's Agent Toolkit**, 'list' buyers like you list sellers/complete system

**The New Agent Development System**, the complete 5 step program to develop new producing agents

**Objection Busters**, flash cards and a CD with role plays of answers to common objections; 3 series, one for buyers, one for sellers, and one for recruiters



## **Carla Cross Coaching**

**Up and Running Small Group Coaching**, for agents under 2 years in the business

**Career Achievement Coaching**, one-on-one agent program

**Leadership Mastery Coaching**, one-on-one owner/manager program



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# On The CDs

There are 2 *audio* CDs and 1 '*document*' CD in your resource. The audio CDs' content are listed both in the Table of Contents and in your outline, in the top right corner of each page.

Please note that the '*document*' CD contains PDFs, word documents, and Excel spreadsheets. *This CD is not audio.*

There are no DVDs in this resource.

## Coordinating the CDs to the Text



When you see this symbol, you will know that document is on your document CD.

## How to Use the Documents on your Document CD

First, make a folder on your computer and name it something like "Managers On Track documents". Then, make a folder for each of the agents you are coaching. Now, when the agent completes each document, you will be saving it in this folder, with each document saved using its own name as a file.

**To use the document CD:** Simply place the document CD in your computer. Open it to the document you want to complete. So you will not lose your work, save the document using "save as" (by going up to the left hand side of your word document, where you see "file" and choosing "save as" on the file menu). Save your document using the name of the document, and save it to your new folder, "Managers On Track".

Now, put your cursor in the 'blanks' and fill them in. Keep saving to your new file as you go. When you are finished with the documents, you will have completed your On Track program, and will have it in an appropriate folder.



## **Contents of the CDs**

### **CD 1 (Audio) This audio covers sections 1-3**

- Getting Started with Coaching
- Selecting the Right People to Coach

### **CD 2 (Audio) This audio covers sections 4-7**

- The Principles of Coaching
- Holding Agents Accountable for High Productivity

### **CD 3 (Documents) This is NOT an audio CD**

- Important Tracking Documents/Resources for Coaches (these documents are in Section 8):
  1. Contract: Coaching Partnerships agreement for the Experienced Agent
  2. Contract between Peer Coach and Associate
  3. Coach's Session Notes/Recaps
  4. For the Coach: Game Plan Analysis Sheet
  5. Monthly Review from Agent
  6. On Track Production Summary
  7. Manager's End of Month Analysis
  8. Our Accountability Agreement

