

YOUR BLUEPRINT FOR SELECTING WINNERS SNEAK PREVIEW

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Welcome to Selecting Winners!

This resource is step one of your New Agent Development System. Its job is to help you *select winners*—those will-be successful agents who will embrace the plan for success (as in [Up and Running in Real Estate](#), the new agent’s start-up plan/training/coaching program).

Quick-Start to Using this Resource

To start right now, just use the pre-printed forms for your selection procedure in section four. Then, go back through each section, and make your own questions—after all, your company is *unique!*

Would you agree?

- ⊕ You can’t train someone who’s not trainable
- ⊕ You can’t coach someone who’s not coach able
- ⊕ A great training program can’t overcome someone who won’t go to work
- ⊕ You can’t motivate someone in your coaching program to do the work if the person doesn’t like doing the work
- ⊕ Recruiting everyone who walks in the door assures a revolving door
- ⊕ Not everyone is suited to sell real estate successfully
- ⊕ You can’t make much money with agents who don’t produce for you

Lots of negatives to start with, aren’t they? But, I want you to use this New Agent Development System properly. I don’t want you to have false hopes. I don’t want you to think this is a ‘magic bullet’ that will overcome wrong selection choices. *Nothing* can overcome wrong selection choices.

How do I know? First, I was a recruiting/selecting manager for over 15 years. I made hundreds of mistakes—until I learned how to select properly. Now, I watch the hundreds of thousands of agents who come in the doors of real estate companies each year—and, within a year, are slumping their way out the door. Yes, they have had training. Some have even been coached.

What went wrong? In my opinion, I think it’s simply that they *didn’t like the activities required to sell real estate!* Second, they weren’t *held accountable* to a prioritized start-up plan.

That All-Important First Step

So, our first step here is the most important. Armed with an effective selection process, you will be able to pick winners—those people who will jump at the chance to work with you, to get their careers *up and running* quickly, to have the chance to be coached in a successful start-up plan by you. These future successful real estate agents will sing your praises. They will credit you with their successes. They will recruit for you!

What's in this Resource?

I'm going to take you through the four areas of an effective *new* agent selection process. I'm going to provide you a selection procedure so you can follow the system with ease. This resource has no information on *recruiting* new agents. For that information, see [The Complete Recruiter \(www.carlacross.com\)](http://www.carlacross.com). Some of the information here is from this resource, and/or customized especially for this New Agent Development System.

This process is not for experienced agents, although most of the principles hold true. I am targeting new agents here, because that's what the New Agent Development System targets. Here are the four sections in this resource:

1. ***Gaining Laser Focus***: Who do you want?
2. ***Creating a Selection Process that Makes Sense—and Works***
 - a. Best Questions to Ask
 - b. Presenting: Putting Together a Presentation to Work for You
 - c. The Eight Steps to an Effective Selection Process
3. ***Systematization***: The Packages You Need for an Effective Selection Process
4. ***Your Selection Procedure***—Your Package Ready to Use

Important Principles in this Resource



When you see this symbol, you know you're getting an important selection principle. Follow these principles and you will build an awesome productive, profitable real estate office that everyone wants to join.



'Homework': Putting this Resource to Use

You will see a symbol for homework. When you see this, do the work assigned so that you are building a selection strategy as you proceed. Now, you've made the strategy your own, and it's ready to use to select winners.

What's the Difference between *Recruiting* and *Selecting*?

Recruiting is lead generating and marketing to find lots of potential candidates. It's the counterpart of agents' lead generating to find lots of potential buyers and sellers.



By the way, calling potential agents *candidates* is the right word, because you don't want to make hasty decisions just to fill desks. Instead of doing what unskilled brokers do, (hire everybody), be selective enough to pick those you truly believe will do well in real estate.

Your job, in recruiting, is to create a *very wide funnel*:

Do This



Not This!



↪ If you use the method on the left, you have lots of people to choose from. That's the same principle we teach agents, isn't it? Talk to lots of people and pick the best ones to work with—not the worst ones! However, poor agents pick just anybody (because they don't lead generate). Then, they have horrible closing problems, and are in your office asking you how to close a buyer who doesn't want to buy! You know the story.

How many should I choose from the potential candidates?

↪ Use a *careful, pre-planned selection process*. The very best recruiters in top quality companies (not real estate) choose about one out of twenty candidates. In contrast, many real estate recruiters choose one for one! No wonder the client is disappointed in our levels of service!

What's your ratio of candidates to recruits?

What's a ratio to shoot for? I believe it should be at least one out of five. And, when you get really good at lead generating and marketing, your ratio should become one out of ten. Now, you're cooking! You are picking awesome future winners.

Your ratio now: _____

Your desired ratio: _____