

Your Training Calendar: How Effective is It?

I Productivity Modules vs. Support (technical) Modules	
1.	<p>Number of sales skill (productivity) modules _____</p> <p>Comments:</p> <p style="color: red;">These are the sub-titles of listing and sales skills (objections, presentations, etc.) Look at your profit and loss statement. What problem areas do you see? (reduced commissions, too many sales, not enough listings selling, .not enough listings/sales per agent, etc.) What trainings can you provide to correct these problems?</p>
2.	<p>Number of support (technical knowledge) modules _____</p> <p>Comments:</p> <p style="color: red;">You should also have these videoed and available to your agents so they get the technical help they need when they need it. How many of these trainings are 'nice to know' but not 'need to know'?</p>
3.	<p>Ratio of productivity/ sales skill modules to support (technical) modules _____</p> <p>Comments:</p> <p style="color: red;">You should have at least ½ of your training models focused directly on productivity enhancement (listing skills/selling skills). Do you have too many 'technical' courses as compared to your sales courses?</p>
4.	<p>What does the sales skill to support modules ratio say about what the office thinks important? What you think is important?</p>
5.	<p>Which group of courses drives productivity?</p> <p style="color: red;">Ask yourself: Are you most concerned with helping your agents learn more, or do sales more effectively?</p>
6.	<p>What is the intention of the calendar?</p>

Do you have a training calendar? How do you use your training calendar? Who creates it?

II Analyze your Training: Is It Designed to Meet the Needs of Specific Agent Segments?

1. Modules for new agents:	How many?
	Series named?
2. Modules for 'growth' agents: (2-5 years)	How many?
	Series named?
3. Modules for mature and mega agents:	How many?
	Series named?

Put your agents into one of the 3 categories above. Where will you put the non-producers or 'decliners'? Why offer training to them? Figure out whether you have a 'decliner' (not interested in working to your production standards) or a person who, with training and coaching, can reach and exceed your production standards (minimums).

Who does the calendar seem to be designed for? Which career development segment(s) does it address? (new, growth, maturity)

Who would be attracted to it?

Who might it ignore?

What is/are the major productivity issue(s) addressed?

What seems to be the 'need' for improvement in the market center?

III Effectiveness of Your Training

1. Is there a series (one course segmented) on one productivity process so people can learn in spaced repetition, build on foundation, get skills faster, retain better?
(Telephone techniques, listing, sales, etc.)

Is your skills training in segments so agents learn and master one skill at a time, then build on that skill? Do they practice in class?

2. Is there accountability to:

Get into the module (action plan assignments)

Stay in the series (action plan assignments)

Graduate from the series (action plan assignments)

If you have no accountability, you will not see 'movement' in your agents' skill levels and production.

3. Is there a logical progression or reason for what's scheduled?

What do you want that particular series to accomplish? How do you know it was successful? How will the agents know it was successful?

IV Promotional Value

1. How is the calendar positioned for promotional value?

Some tips for promotion: Put descriptions with each course; put bios of the instructors; put

	testimonials from happy attendees; put benefits of attending	
2.	How could the calendar be improved?	
3.	Are the series named effectively to attract specific agent segments: Name your module so it is described correctly. Use sub-titles. Avoid generic or unclear titles (like Listing) Provide a benefit in the title or sub-title (Example: How to Answer Any Objection to Increase your Listings)	
4.	How could the module and series names be improved? Be specific enough that a person reading the offering would know exactly what he/she is getting!	

V. Needs of Your Company

	What is your profit and loss statement telling you that you need to train to? Can it be trained to?
	Have you done a survey of your team members to see what they want?
	Does your calendar reflect the culture of your company, your objectives, and your business plan?

VI Overall Evaluation and Suggestions for Improvement:

1. How do you think this calendar was created? What changes will you make in your training and calendar as a result of this analysis?

Why have a training calendar? It

- Serves as a visual reminder of your training plan, a part of your business plan
- Serves as a recruiting tool
- Serves as a planner for your agents
- Gives you an opportunity to work with your agent leadership group in creating training with a purpose

This analytical tool provided by Carla Cross, [Carla Cross Seminars, Inc.](#) and [Cross Institute.](#)

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