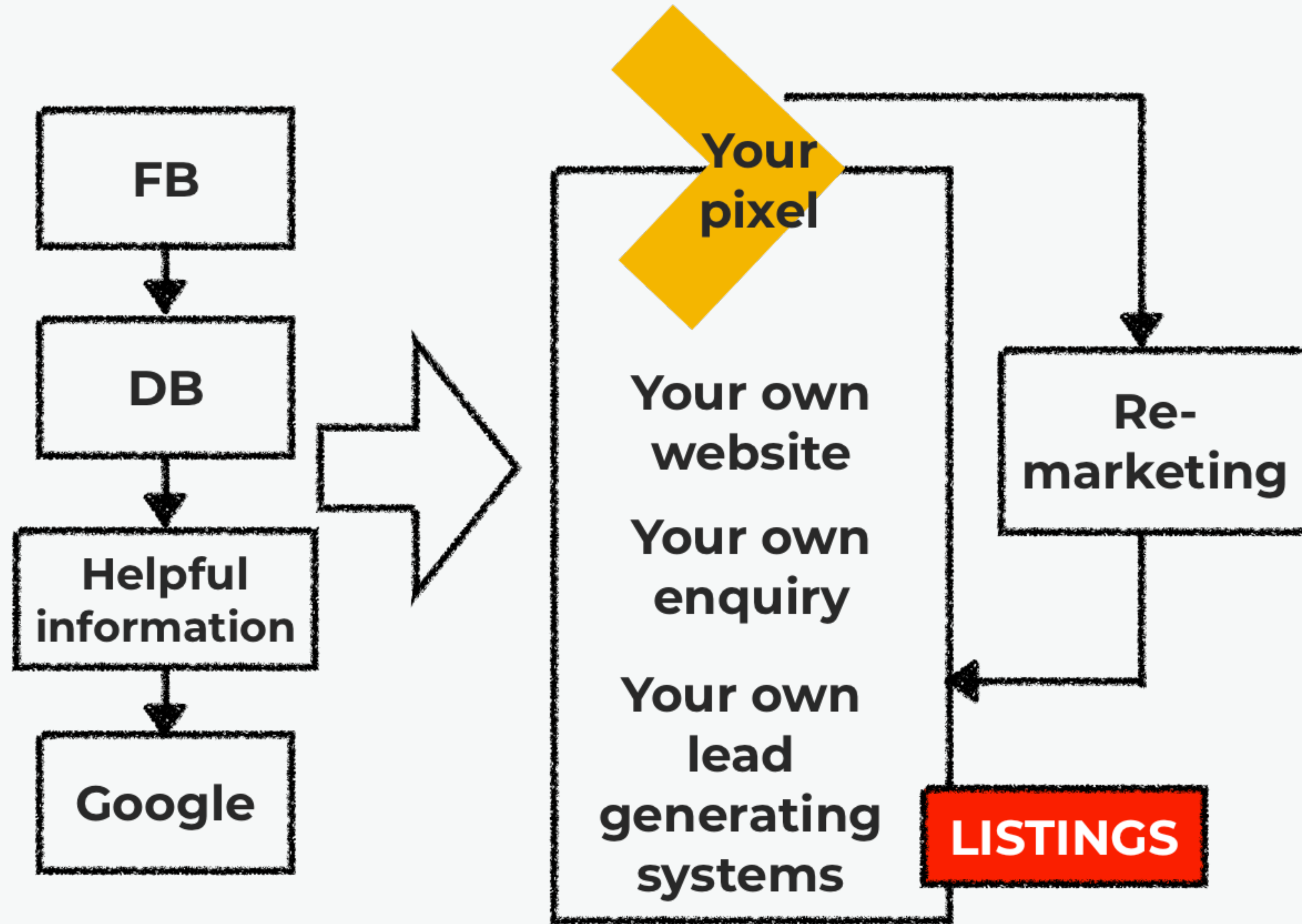




1 on 1's, Accountability and Goal Setting

Peter Gilchrist 

**HOW TO RUN EFFECTIVE 1:1's
ACCOUNTABILITY & GOAL
SETTING**

**FOR SOME MANAGERS THIS
IS A PROFOUND MOMENT!**

It's when you take back control of the office,
and the tail stops wagging the dog.

Of all the coaching aspects in a real estate business, running
effective 1 on 1 sessions can turn attitudes, culture and results
around the fastest.

\$167 + GST

<https://petergilchrist.com.au/events/>

The Presentation Sequence

THE OPENING PROCESS

1. First Contact

2. Profile

3. 1st Inspection

4. Preparation

THE PERSUASIVE PROCESS

5. Table
Presentation
strategies

6. Set up

7. The market

8. The buyers

9. The price

10. Marketing

11. Saleability

12. Why us?

13. MAF

14. The
agreement

15. Expectations

Digital

Google

Facebook

Amazon

Apple

**REA
Domain**

**Open
Agent**

Franchises

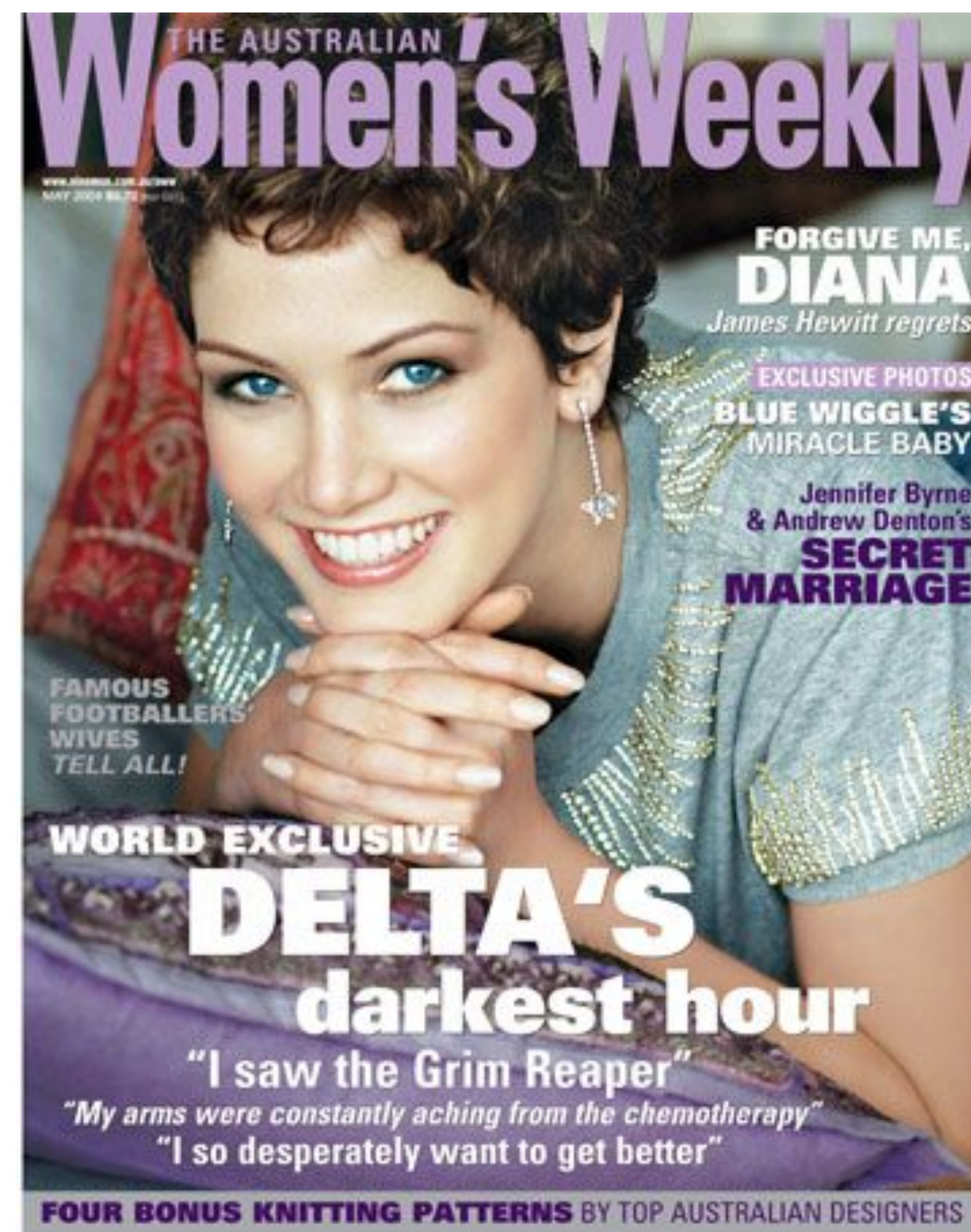
Managers

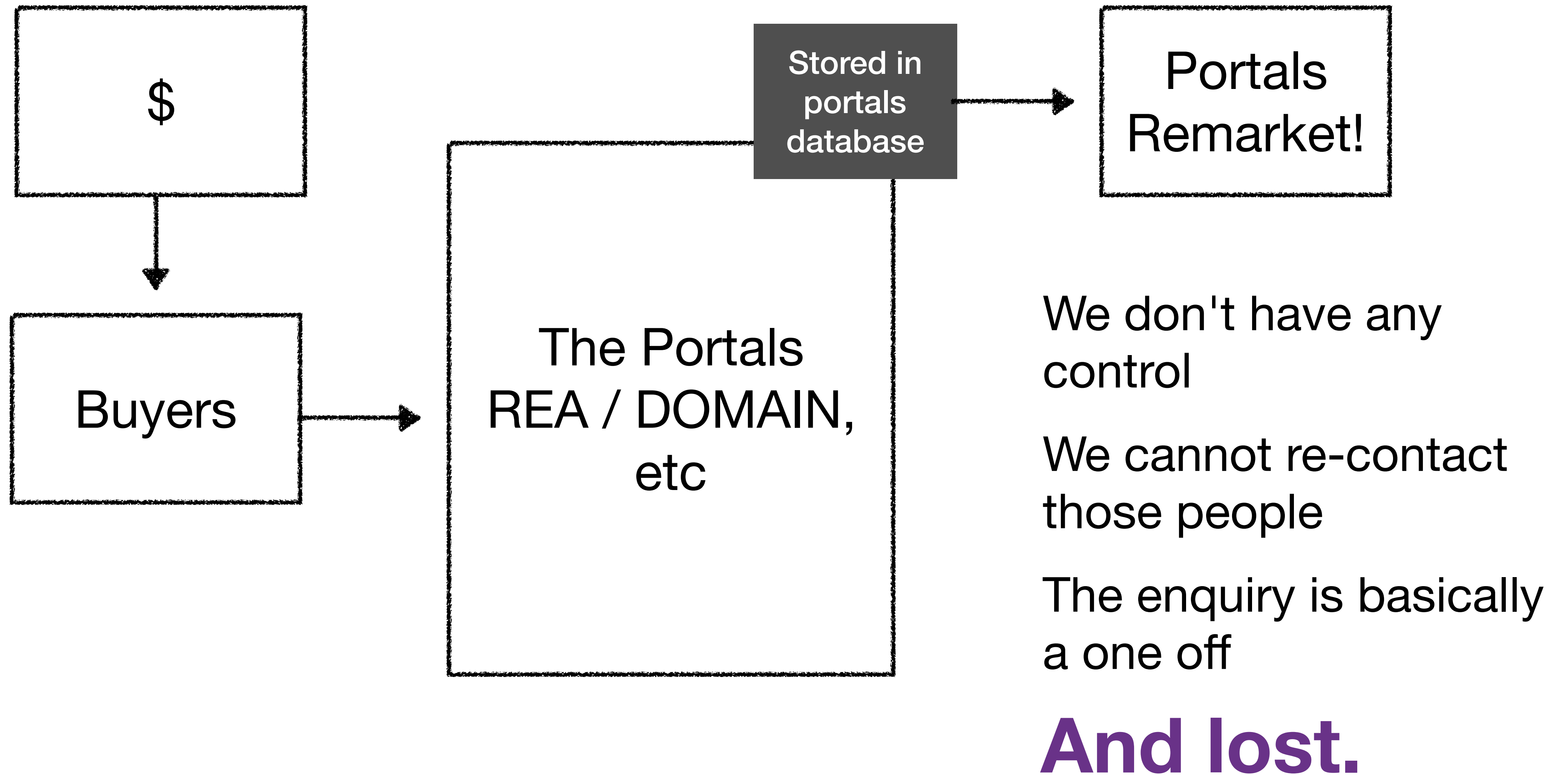
Salespeople

6 Videos you need

- Profile video
- Property videos
- Helpful videos
- Market updates
- Story videos
- Testimonials

Videos



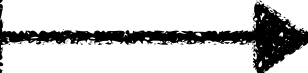


There is a new way

Less \$

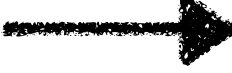
More direct marketing

FACEBOOK



Our Database

Your enquiry stored here



Re-marketing



Same buyers



2nd open day



How can we help?



Price reductions

Come to the auction

Huge Listing Tool

Fairer on Vendors

**VPA Down.
Commissions Up!**

*One sold \$96 another \$14.23
60 - 70% of buyers come from 10k radius
Try this first step 1 save 1000's
Goes out to the buyers. We don't wait
More enquiry. More to opens
Can do both. But why not try this first?*



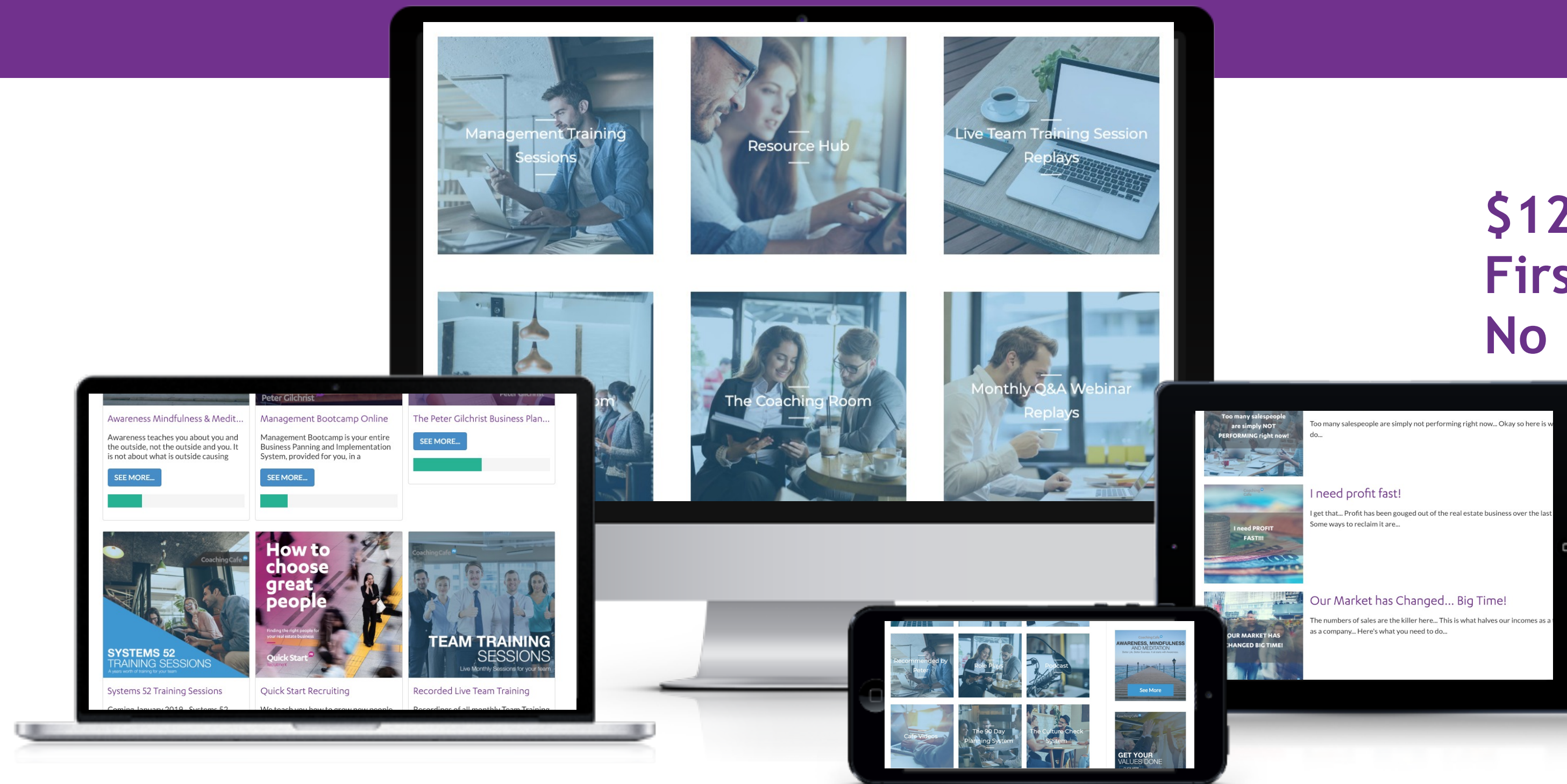




Strategic management



Coaching Cafe for Managers



\$127 + gst per month
First 30 days free
No lock-in



Interactive

- Ask Peter a Question anytime
- Monthly Q&A Webinar



Strategic Management

- Coaching Room
- Strategy Room
- Monthly Strategic Coaching Focus - with weekly training, tips and tools



Tools, Templates, Courses for all your needs

- 12 Online Courses & 6 MasterClasses
- Courses and Masterclasses added monthly
- Hundreds of Scripts & dialogues
- Database Conversations ideas and templates
- Templates for 90 day and 12 month Plans
- Checklists, planners, questionnaires... and more



<https://petergilchrist.com.au/coaching-cafe-for-managers>

1 on 1's, Accountability and Goal Setting



Peter Gilchrist 

**HOW TO RUN EFFECTIVE 1:1's
ACCOUNTABILITY & GOAL
SETTING**

**FOR SOME MANAGERS THIS
IS A PROFOUND MOMENT!**

It's when you take back control of the office,
and the tail stops wagging the dog.

**Melbourne
Tomorrow!
1.30 - 5pm**

<https://petergilchrist.com.au/>



The Base

Growth Model



**Stay strategic
like Netflix**



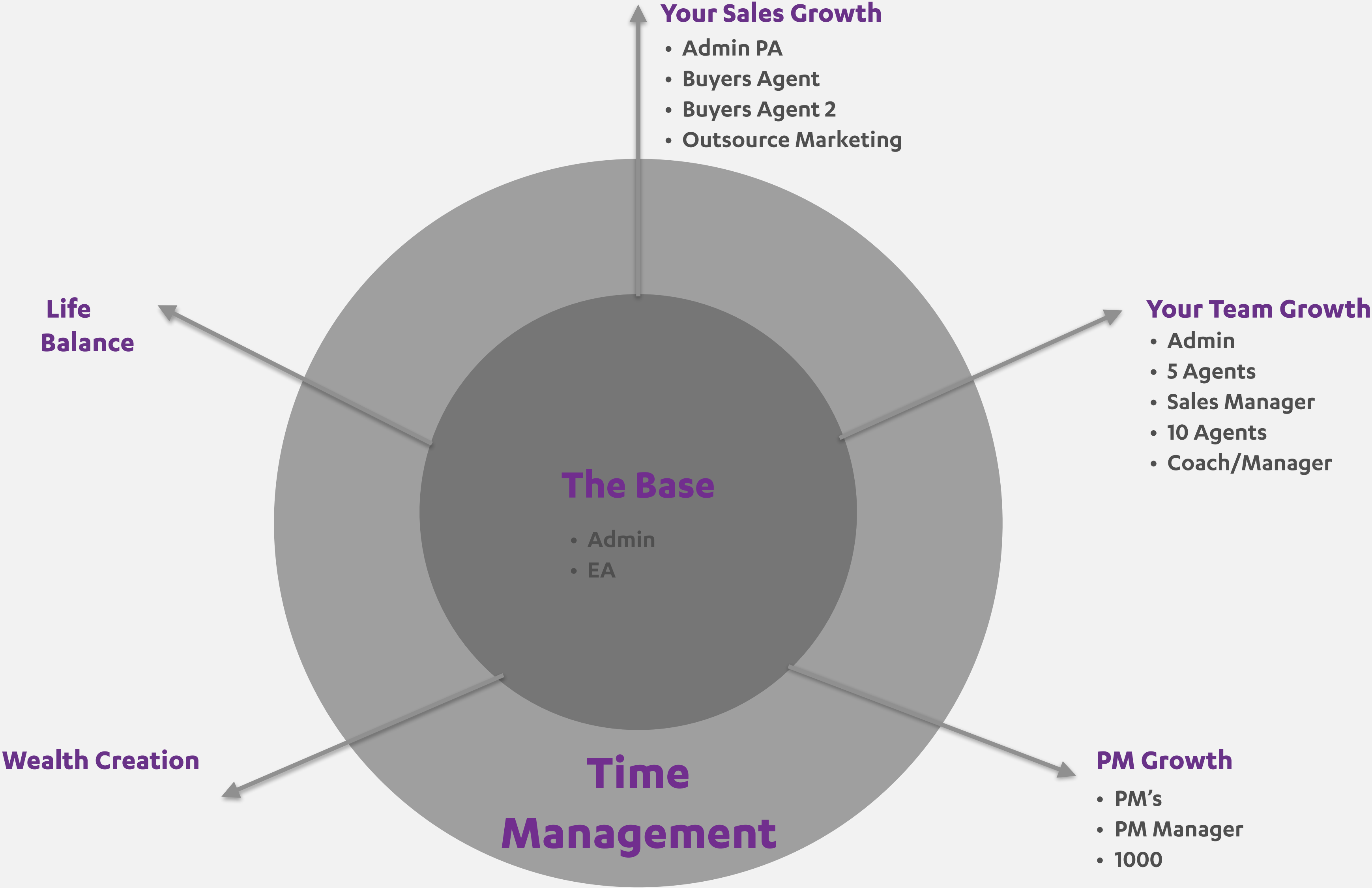
**Lead
generation
and volume
are the future**



**The best
resources in the
best place**







The Base

- Shares vs Jobs
- Partners
- Sales manager
- Top sales people
- Family stuff

The Opportunity

Number of offices:		
Number of homes in your total marketing area:		
Number of Sales per annum in the total area:	1 (1) 1 (2) 1 (3)	
Average sales price:	\$	
Average commission charge:	\$	
Total \$\$ available to agents:	\$	
Your turnover last financial year:	\$	
Your turnover 1 st Quarter of 2014 financial year:	\$	
Number listings currently in your market:		
Number salespeople in your market:		
Number salespeople in your office:		
Segmentations already existing in your market: (i.e comm, units, rural, investment)?		
Your market share of total market (Total!)	%	
Who dominates your market place?		
Why do they?		
Where are your potential market places?		
Your gross GCI last FY?	\$	
On target for this FY?	\$	
What are you capable of in this market?	\$	

What do you want?

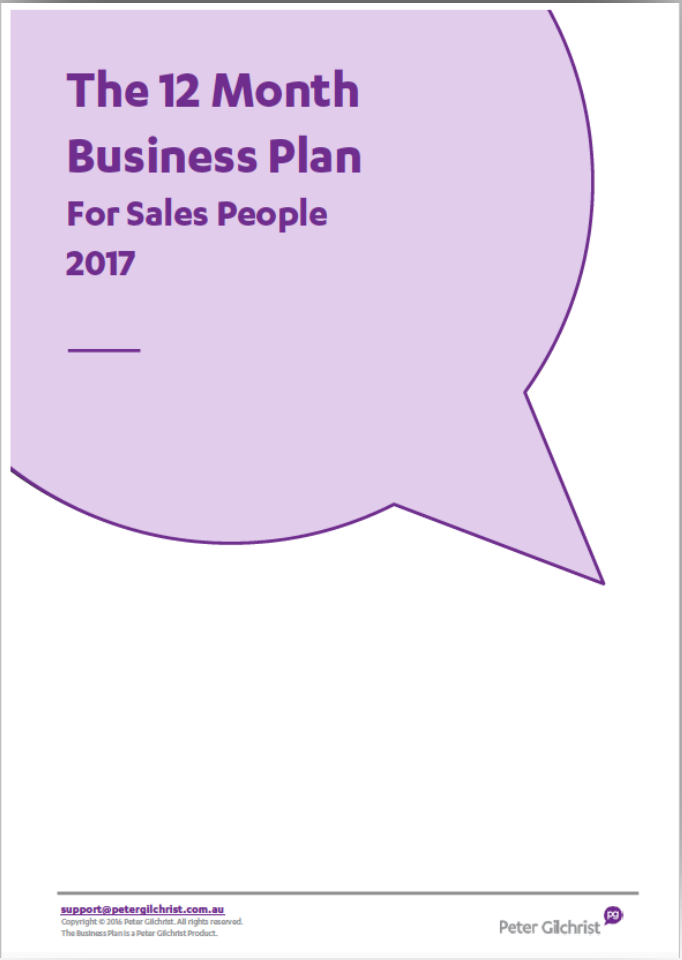
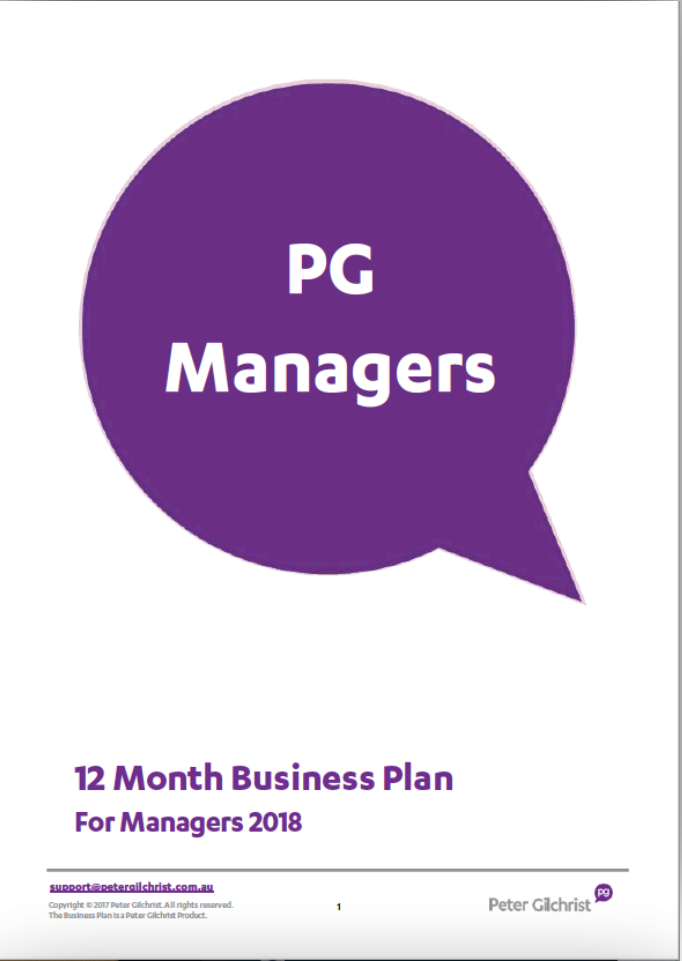
Current market share (on sales in entire area).	
Market share required in whole area (on sales).	
Total office GCI last year.	\$
I want to write	\$
I need agents	
Total gross fee income required.	\$
Bottom line of my office last year.	\$
Bottom line I want.	\$
Number settled sales for year required	
Overheads - operating expenses p/m	\$
Breakeven per month in settled sales	\$

Budgets

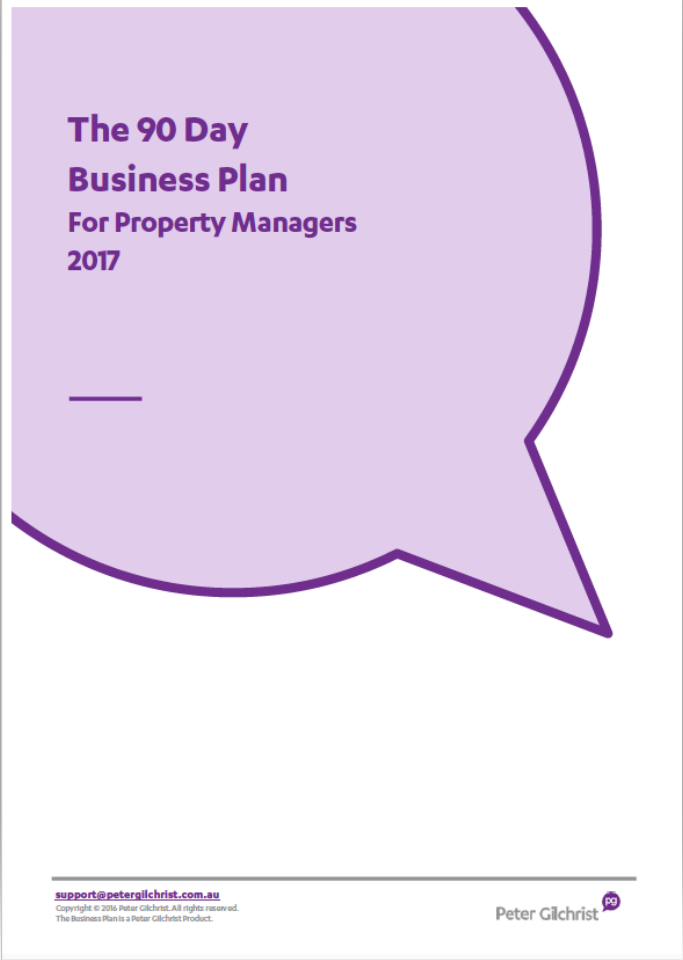
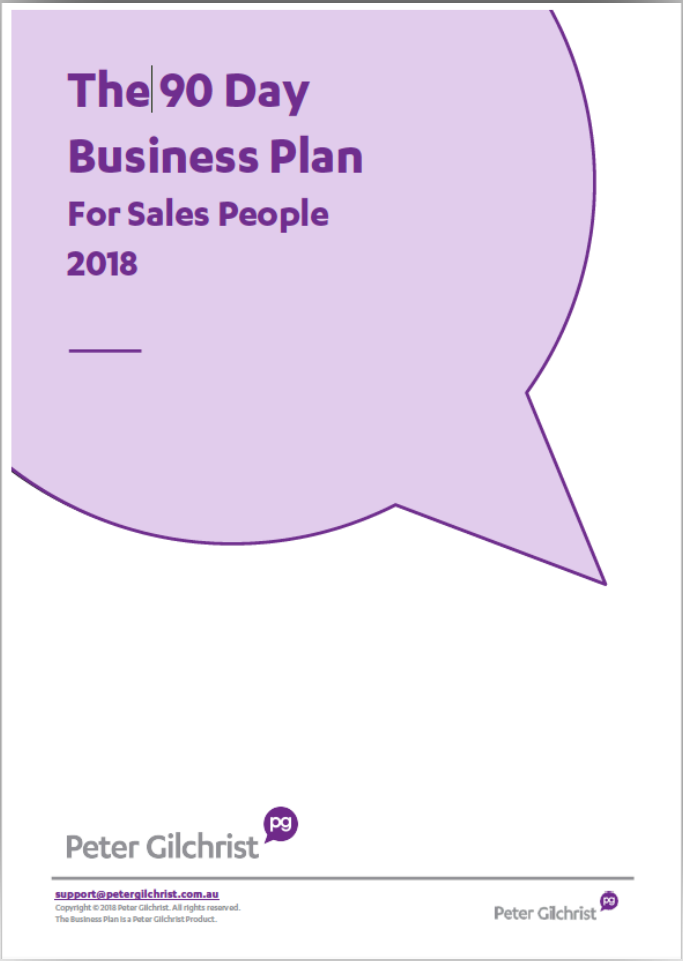
- Financial Reporting
- Timely
- Pay your own comms first
- Separate PM and Sales
- Trading P & L
- Budget
- Modelling
- Money in, Bills in the correct month
- Below the line

The Business Plans Online

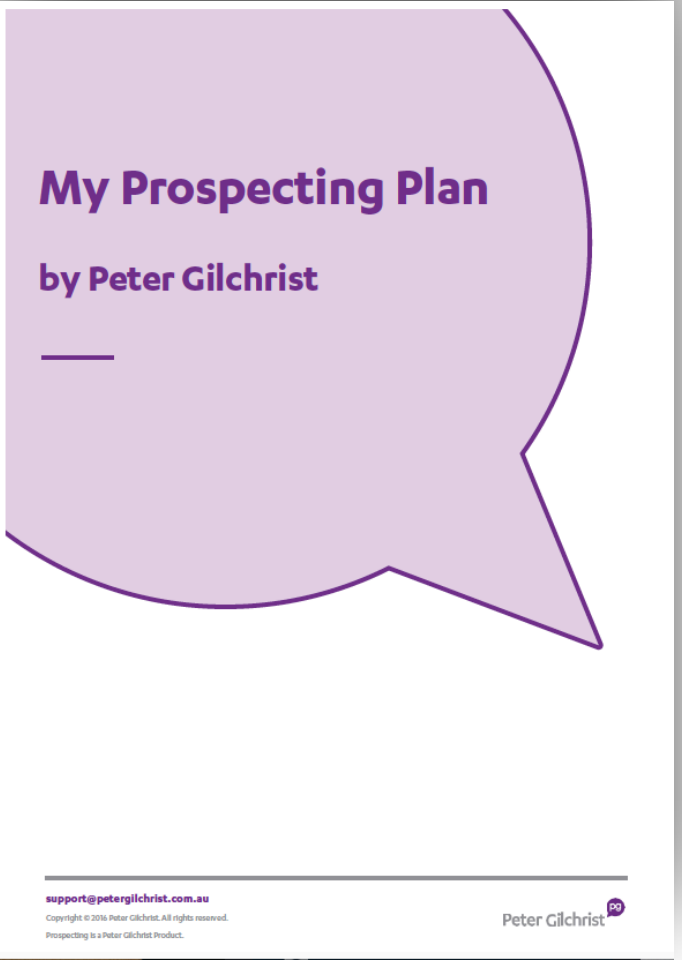
12 Month Business Plans



90 Day Business Plans



Prospecting Plans



Who needs a plan?

Business plans:

- You!
- Your partners/directors
- Your sales manager if you have one
- The manager of PM
- All sales people
- The BDM for property management

Who needs a prospecting plan?

Prospecting plans:

- **YOU if you are still selling**
- **Any directors who still sell**
- **Your Sales team**
- **The BDM for PM**

Meetings

Daily

- PA
- EA
- PM (if necessary)
- SM

Weekly

- Housekeeping
- 1 on 1's
- Training Session
- PM Team
- Marketing
- Technology
- Admin/Support

Monthly

- Board Meeting

3 Monthly

- Full Planning Session

Extraordinary meeting

Income and profitability

- Clarity of vision 20/20
- Only 2 ways to get increase
- You selling - what is that worth?
- Get control of listings coming in

Income

- Every opportunity through sales people
- Know what's coming into the office
- No needy seals
- Property Management enquiry
- Customer service centre
- Understand digital lead generation

Income

- Never ever stop recruiting
- Stop inconsistency in monthly income
- Keep buying rent rolls. Keep shopping

Costs

- No passengers
- Stop letting them design job roles
- Constantly re-appraise overheads. Go counter cyclic!
- Stay strategic - keep making assumptions
- Financial reporting



Your Sales

**The best
resources in the
best place**



**What are you
capable of?**



Prospecting

- How long?
- CFS
- Low hanging fruit
- Delegating?
- Your marketing machine.
- Digital

The holy grail Of prospecting



6 Videos

- Find the person to do this
- Equipment
- 2 a week appropriate
- House centric then “YOU” centric
-

Mindful listening





Recruiting

Recruiting

- Knee jerk
- Burn / churn
- Replace non performers
- Churn/burn??
- Cost of keeping non performers
- They waste good enquiry

**How many do
you need?**



Attract them!
The STORY!

M64



The ads to use.



**Who will you
call?**



New to the Industry



Caliper Key Traits for Real Estate Sales

Ego - Drive internal
motivation to
persuade others

Assertiveness
potential to communicate
directly and clearly

Ego - Strength resilience to bounce back from the inevitable 'not interested'



Urgency
To push for quick
decisions and move
quickly on opportunities

Aggressiveness
Inclination to push forward
forcefully, past objections

Compare

Compare Assessments

Export Metrics

Name	Sales Manager	Analyst	Cust Service Rep	Mid-level Manager	Sales - New Business Dev't	Senior Leader	Technician	First-line Supervisor	Franchisee	Project Mgr	Sales - Account Dev't
Jane Ackert	30	44	40	56	32	42	38	32	56	46	57
Greg Corfield	17	51	76	28	16	36	42	52	32	40	26
Shaun Farrell	99	24	18	98	99	99	34	17	99	19	40
Sue Moore	43	79	85	62	33	54	52	74	61	81	40
Binti Sample	96	31	17	99	83	98	29	20	91	44	82

Potential:

Weak

Moderate

Strong

1 to 5 of 5 assesses

25 items per page

Grid

Group Analysis

Team Roles Talent Plot

Print

Name	Leadership				Problem Solving				Time Management				Interpersonal Dynamics			
	Gains buy-in	Makes tough decisions	Establishes goals for staff	Is persistent	Recognizes problems	Analyzes data	Creates new concepts	Leverages resources	Sets own goals independently	Manages multiple tasks	Follows procedures	Works quickly	Develops new contacts	Helps others	Considers others' views	Copes with rejection
Jane Ackert	48	78	31	31	32	23	20	24	39	29	81	39	44	24	66	54
Greg Corfield	19	17	19	25	58	47	70	49	26	31	61	19	25	98	90	26
Shaun Farrell	96	99	84	99	99	30	98	86	51	23	17	75	92	30	82	74
Sue Moore	64	56	75	42	54	76	31	49	91	76	74	39	50	88	52	29
Binti Sample	90	89	77	79	94	35	96	93	84	24	29	73	52	17	52	44
Group Potential	63	68	67	68	67	42	63	60	68	37	62	49	63	61	68	58

Compare

Compare Assessments

Export Metrics

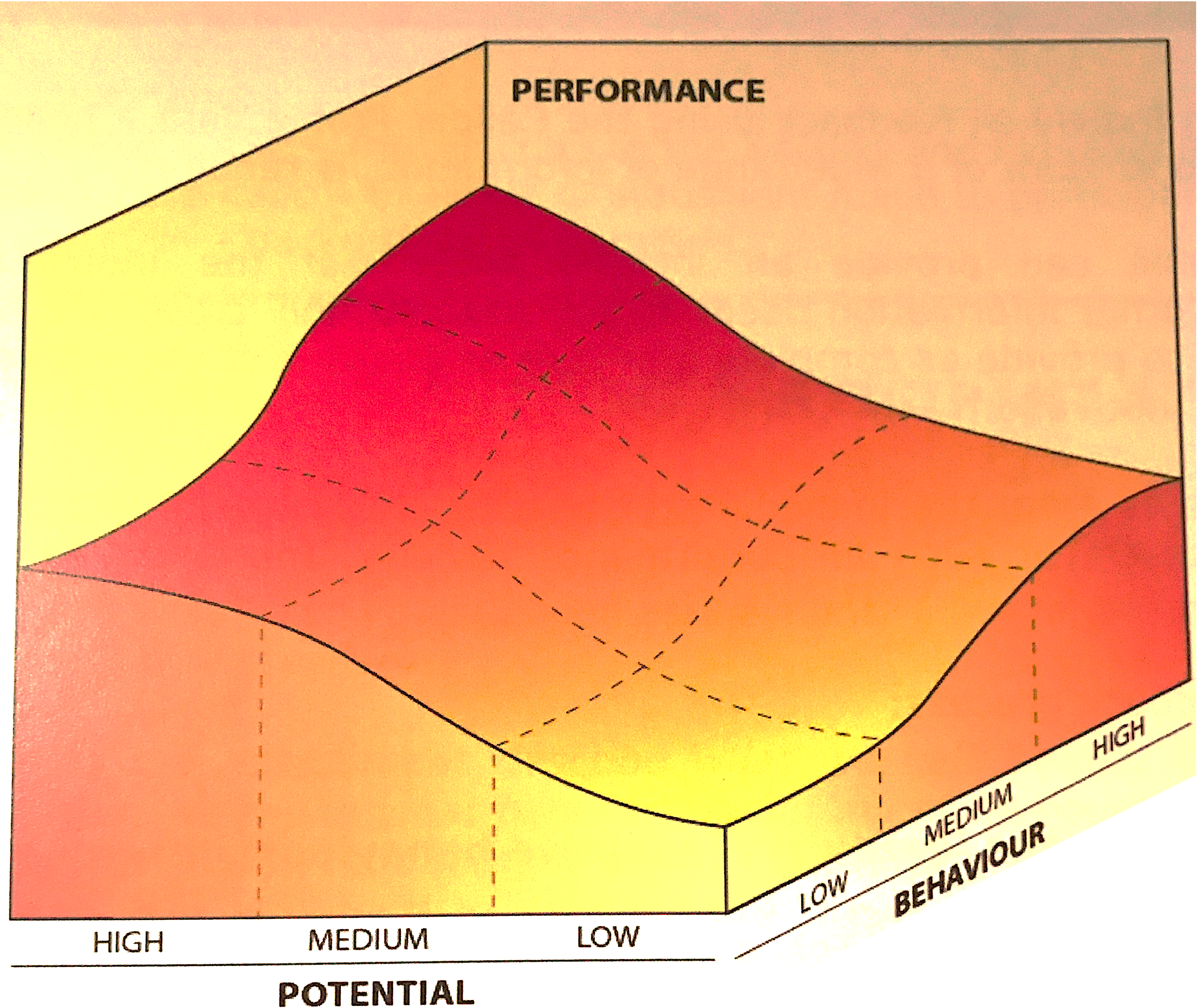
Name	Challenges the status quo	Coaches others	Considers others' views	Creates new concepts	Establishes goals for staff	Expresses ideas confidently	Follows through	Gains buy-in	Identifies key stakeholders	Implements strategies	Makes tough decisions
Jane Ackert	45	28	66	20	31	51	36	48	37	23	78
Greg Corfield	22	66	90	70	19	18	42	19	36	48	17
Shaun Farrell	99	65	82	98	84	99	17	96	99	91	74
Sue Moore	39	69	52	31	75	51	89	64	34	54	26
Binti Sample	98	62	52	96	77	88	17	90	99	86	89

Potential:

Weak

Moderate

Strong





Real Estate Sales Profile



Real Estate Admin and Support Profile



Real Estate Property Manager Profile



How to choose great people

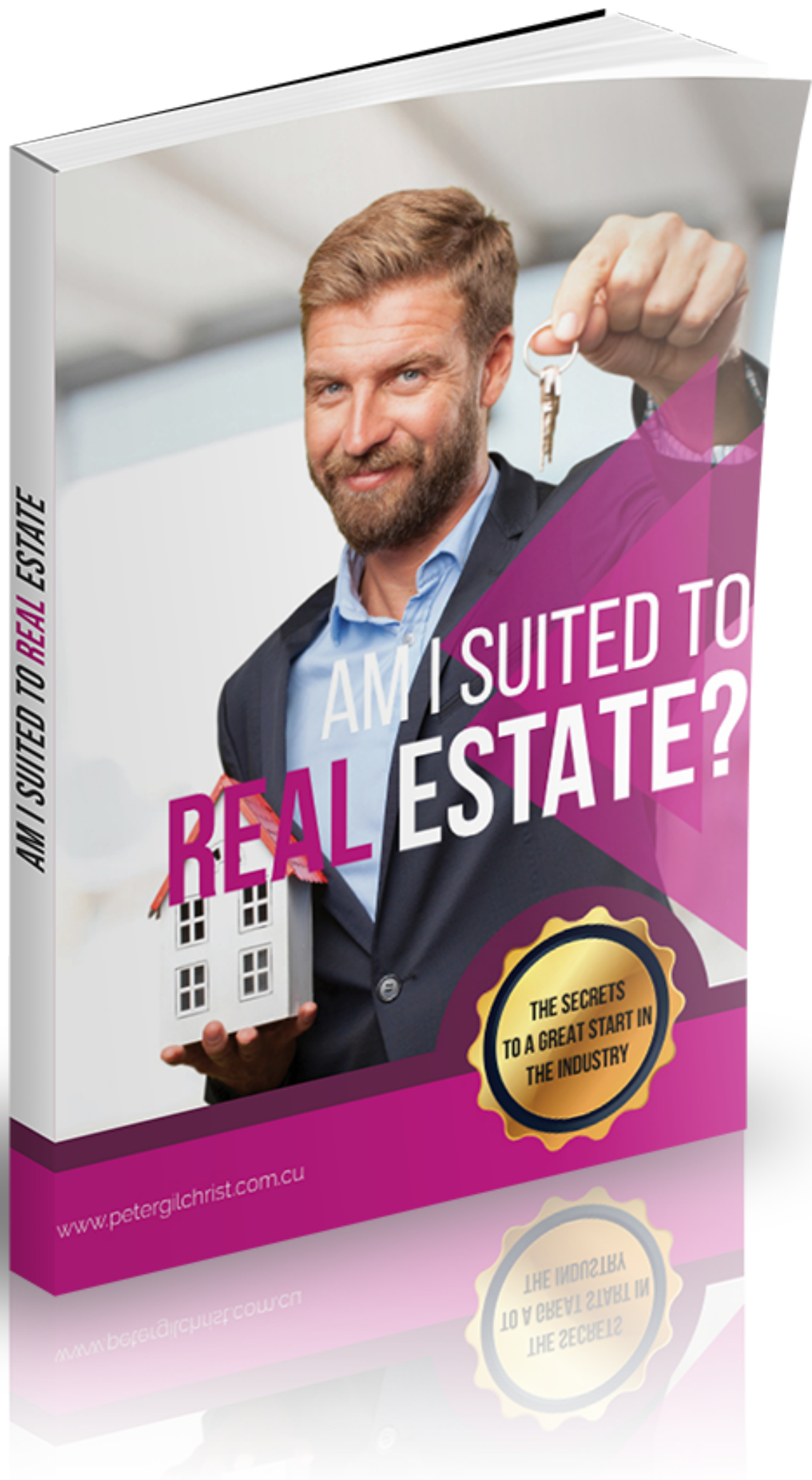
Finding the right people for
your real estate business

Quick Start
Recruitment

Quick Start
Recruitment

<http://quickstartrecruiting.com.au>

AM I SUITED TO REAL ESTATE?



CHAPTER 1: Why this book

CHAPTER 2: What is the job really?

CHAPTER 3: What is possible in the real estate industry?

CHAPTER 4: The skills we think you need

CHAPTER 5: You could be a starter if...

CHAPTER 6: Your first listing, then other

CHAPTER 7: Hours and energy

CHAPTER 8: \$\$\$\$

CHAPTER 9: The 21 realities

CHAPTER 10: A growth model

CHAPTER 11: The territory

CHAPTER 12: So

CHAPTER 13: Glossary, FAQ

There are many other factors you will need to take into account when you get started:

- Franchise fees can come off the top of a commission.
- Some organisations charge a fee for a desk.
- Whether you are getting super on top of that percentage
- But in the meantime lets work it out on 40%.

It is simple...

If you get paid \$3500 for the month as a salary, but if the following month you bring in the equivalent you receive NO commission, but will have been paid \$3500. So you are even with the company.

If, on the third month, you bring in the equivalent before, then your ledger will look like this:

Income (say 40% of total commission brought in)

Month 1:	
Month 2:	
Month 3:	
Totals:	

So, in the first three months you have brought in \$10,500, and the \$10,500 you have been paid as salary. So you would receive \$7,000.

Some organisations that you receive let the commission in. All of this will work out.

Do your figures what the need to be?

How many you... Examine the average

Am I suited to Real Estate?

Chapter 10: A GROWTH MODEL...

I teach a model of growth. That's what I do with any business. I want to share them with you and how you see this business.

AWARENESS

ACCOUNTABILITY

NOW, IS THIS A COMPANY YOU WILL WANT TO WORK FOR?

ABOUT THE AREA YOU WANT TO WORK IN...

You can find these facts out by talking to a manager / owner of any real estate office near you. It is a great way to see how they respond to you and a great way to get to know them. Take an area you are looking at.

- 1 Find out the number of sales made in the area, in the last 3 years
- 2 Take an average number over the 3 years.
- 3 What is the average sale price?
- 4 Assume an average commission. (Talk to us if you can't find this out)
- 5 Presume 20% of that market place, in \$
- 6 Then take 50% of that as YOUR income.

HOW DOES THAT LOOK MEASURED AGAINST THE INCOME THAT YOU ARE DREAMING OF?

If 20% of that market is MORE than what you are after great. But if it is only 50% of that, then there is a problem.

So then you need to look at how you will bridge the gap...

Where is that extra income going to come from? Either you need a bigger area, and if that is not going to happen, then there is a bigger decision to make.

Am I suited to Real Estate?

Choosing Well

- Slow it down
- Deselection is the key here

3 Focus Areas

1. Choose the best
2. Train them Brilliantly
3. Mentor them to their first listing

The adverts

The Enquiry

The Interview Night

The Commitment

Caliper Green Light

Training (Quick Start)

Decision Time

1st 90 Days

Quick Start

- They commit first!
- Train BEFORE they start
- Interact as an interview
 - Exams
 - E-mails sent to manager
 - They do plans online - as assignments

MasterClasses available on CCM



Strategies for a Changing Mark...

SEE MORE...



All Things Digital For Real Estate

SEE MORE...



Digital Prospecting

Prospecting comes in the category, for a lot of salespeople, of those things we know we have to do but we don't like

SEE MORE...



90 Day Business Plans Demo

I have been talking about Business Planning for many years, and have always coached my clients on the

SEE MORE...



Systems 52 Training Sessions

Coming January 2019 - Systems 52

SEE MORE...



Quick Start Recruiting

We teach you how to grow new people to the industry. Step by Step, it's actually about de-selecting people!

SEE MORE...



Re – Pricing MasterClass

Welcome to this 2 hour workshop on re-pricing and how to thrive in a changing market.

SEE MORE...



15 rules to thrive in a changing ...

In this MasterClass, I am going to be talking about the 15 Rules you need to put in place, strategically, if your

SEE MORE...



Managing Volume MasterClass

SEE MORE...



Awareness Mindfulness & Medi...

Awareness teaches you about you and the outside, not the outside and you. It is not about what is outside causing

SEE MORE...



Management Bootcamp Online

Management Bootcamp is your entire Business Panning and Implementation System, provided for you, in a

SEE MORE...



The Peter Gilchrist Business Pla...

For us, planning is about more than filling in Business plans and setting goals that hardly ever seem to be

SEE MORE...



Recorded Live Team Training

Recordings of all monthly Team Training Sessions

SEE MORE...



Working with your Personal As...

Peter Gilchrist has designed this programme to take you from average sales performance to freeing yourself

SEE MORE...



Presentation Skills: Never Miss ...

Over 16 hours of video training, a workbook to follow in and complete, role plays, objections and most

SEE MORE...



How to Run a Home Sellers Ev...

The idea of mass prospecting is that we have the ability to offer "en masse", to anyone in our pipeline, past MA's,

SEE MORE...



Time Management MasterClass

An honest no BS look at taking back control of your office and your business.

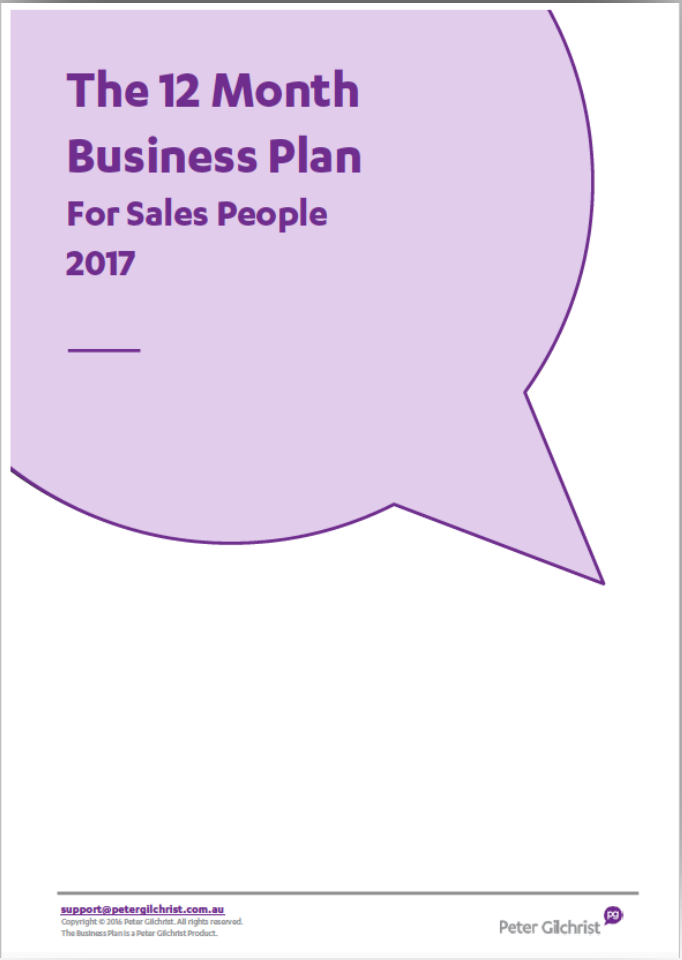
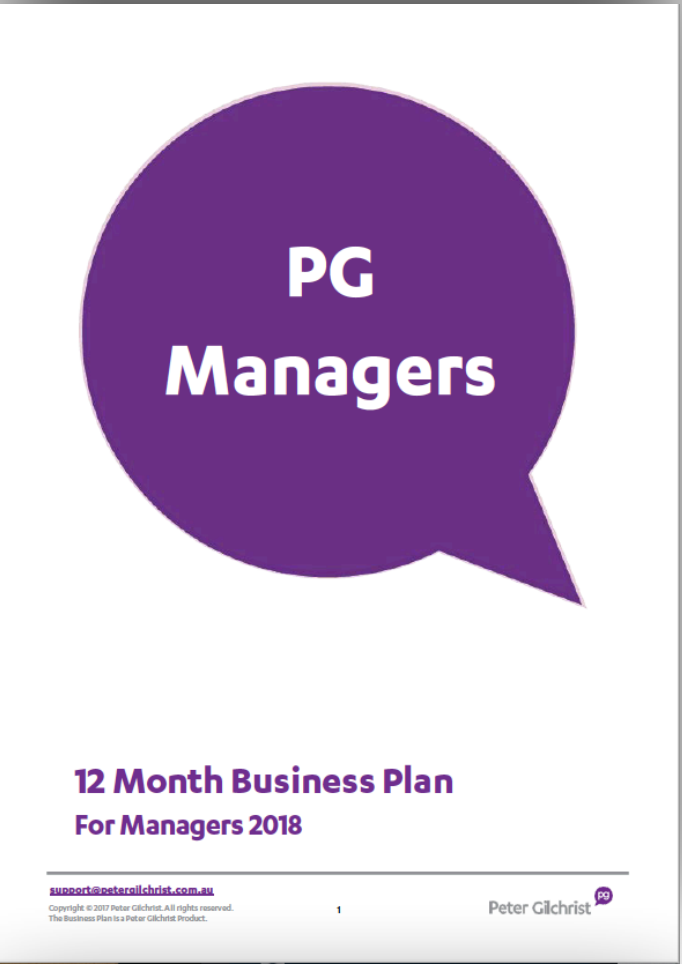
SEE MORE...



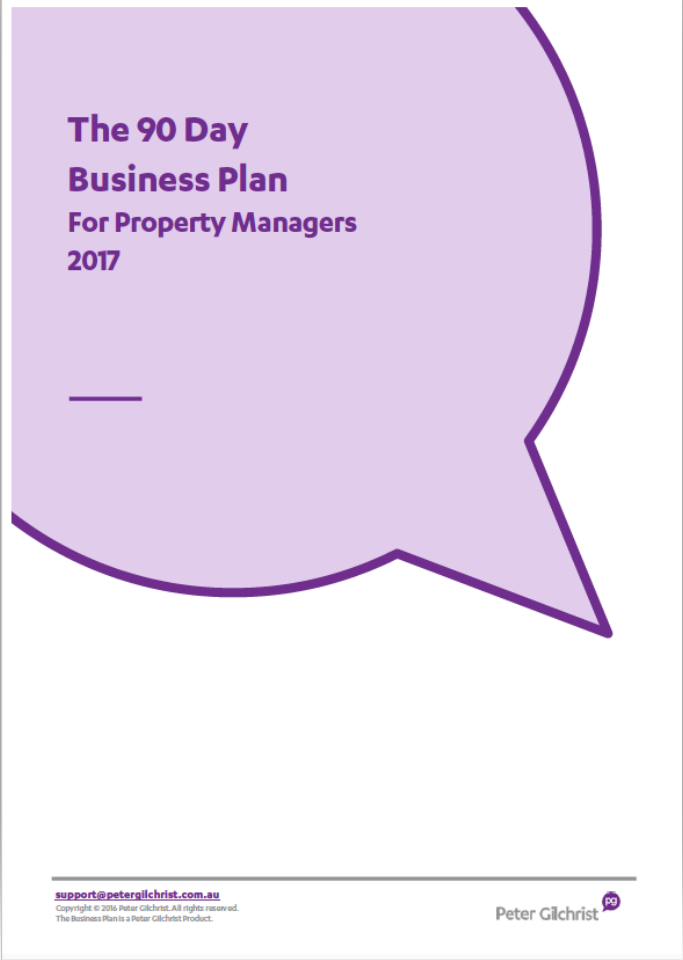
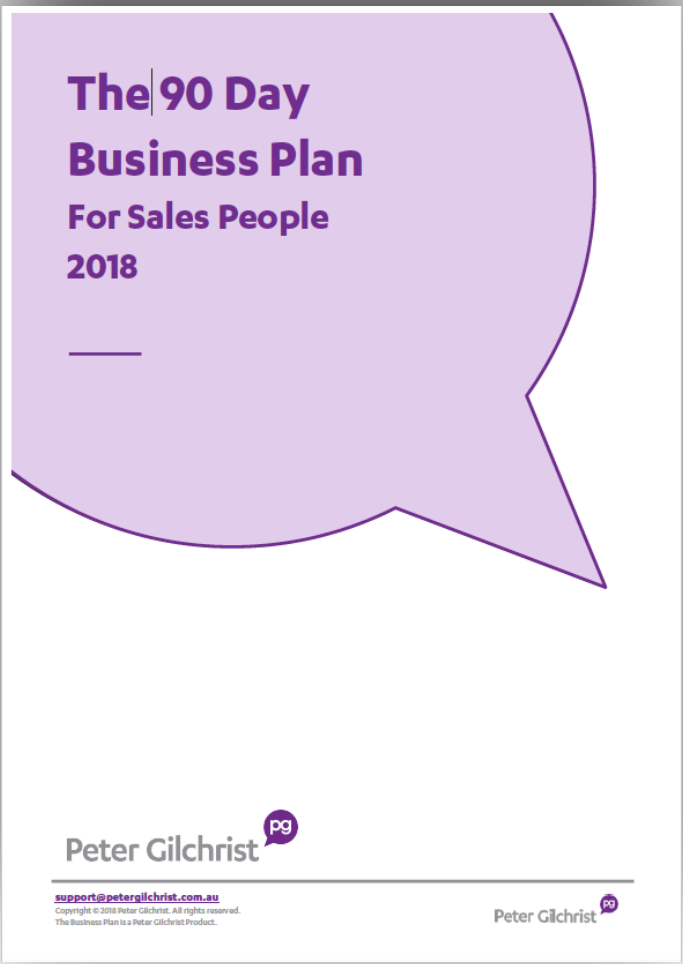
Coaching

Starts with the plan

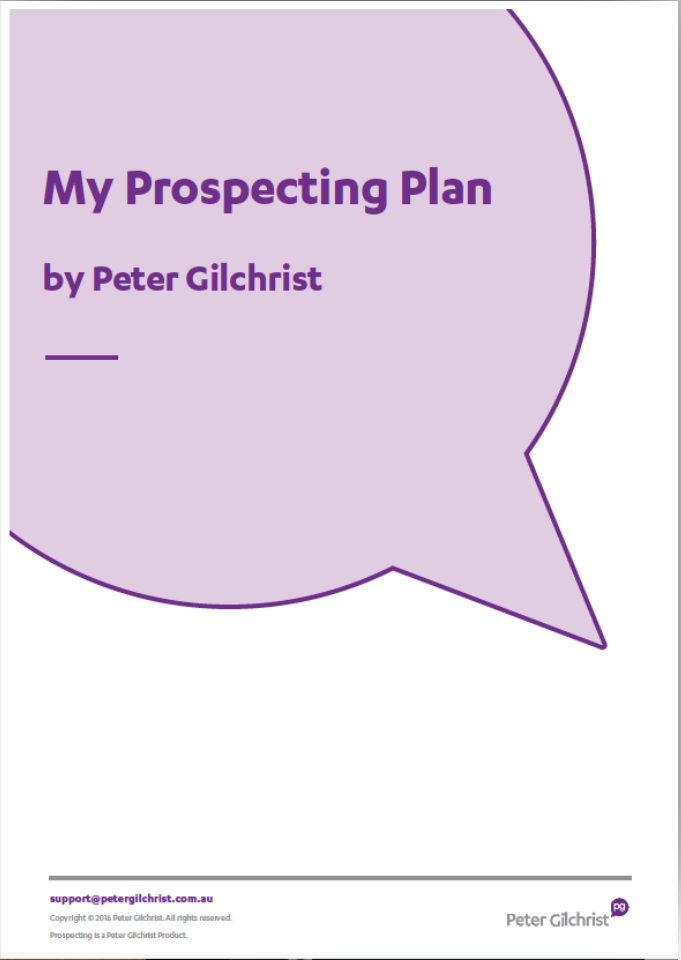
12 Month Business Plans



90 Day Business Plans



Prospecting Plans



Accountability

3 months later

Few listings
Few Sales

**Accountability
HUGE**

Drive
Prospecting
Hard

Listings Grow

Note Market
Conditions, if
hard -
REPRICING

Sales start to
Happen Now

Discussion

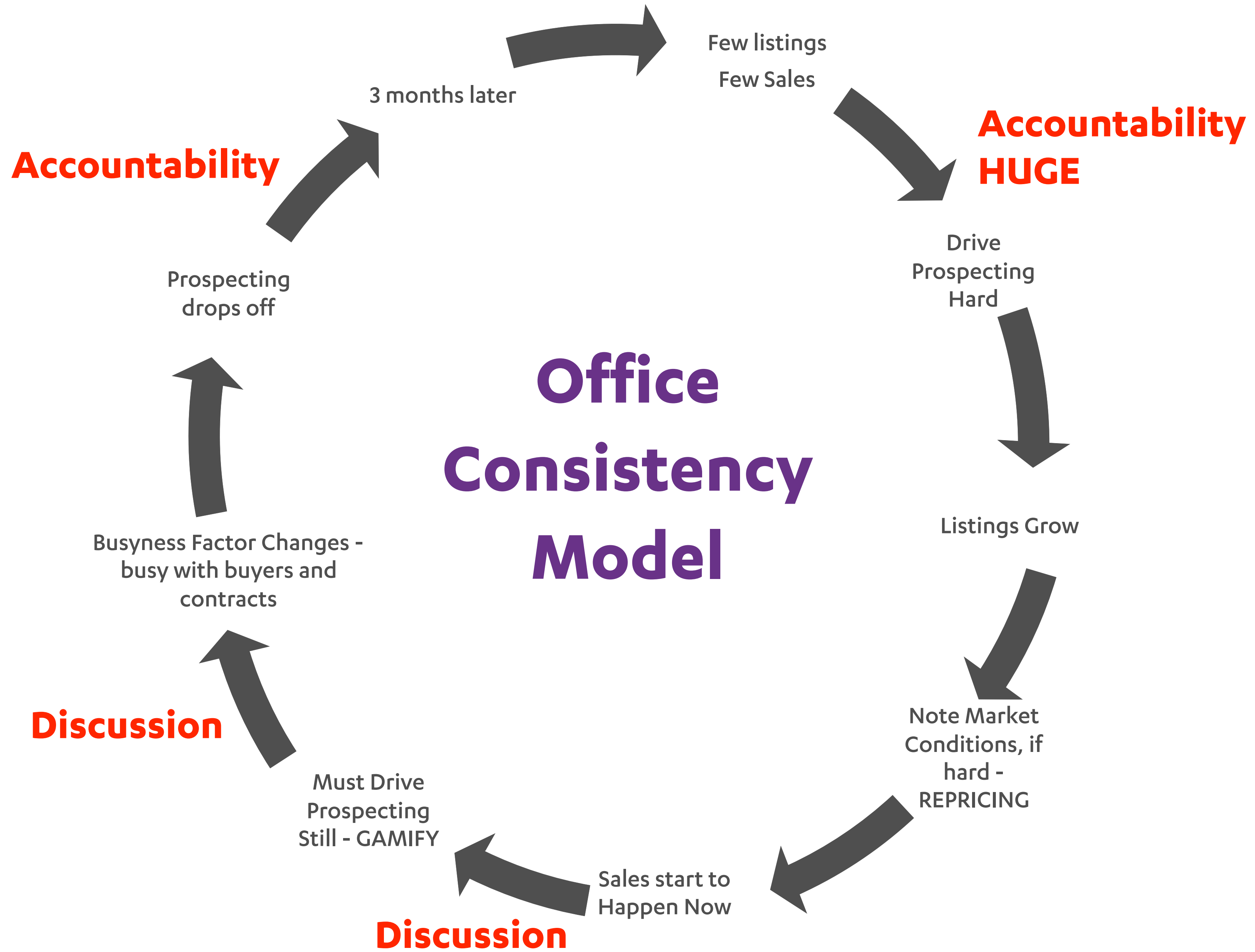
Must Drive
Prospecting
Still - GAMIFY

Discussion

Busyness Factor Changes -
busy with buyers and
contracts

Prospecting
drops off

Office Consistency Model





The Art of Selling Management

Rule 1

Stay Strategic



Rule 1 Stay Strategic

- Life first
- Circle days
- 3 lists

Rule 2

No Jobs for You!



Rule 2 No jobs for you!

- 5 questions to use

Delegation

- Is this my job?
- Should it be my job?
- Who else can do this now?
- Who could do this with minimal training?
- What would it take for me to never see this again?

Rule 2 No jobs for you!

- 5 questions to use
- No one puts times in your diary
- Re book long discussions
- Reoccurring issues are training sessions

Rule 3

Stop Ad HOC



Rule 3 Stop AD HOC nonsense

- Your day is in 3 parts
- Keep the dialogue down
- Door open door closed
- Must use meetings
- Beware the first line of stupid questions

Rule 4

Measure Profit, Not Turnover



Rule 4 Work on profit not turnover

- Pay yourself first
- Stop working to break even
- Get money out of the business.....except!

Rule 5

PM Is Passive



Property Management

- **Passive Income**
- **People**
- **Budgets**
- **23%**
- **Growing**
- **BDM's**

