



Effectiveness for Selling Managers

Presented by Peter Gilchrist

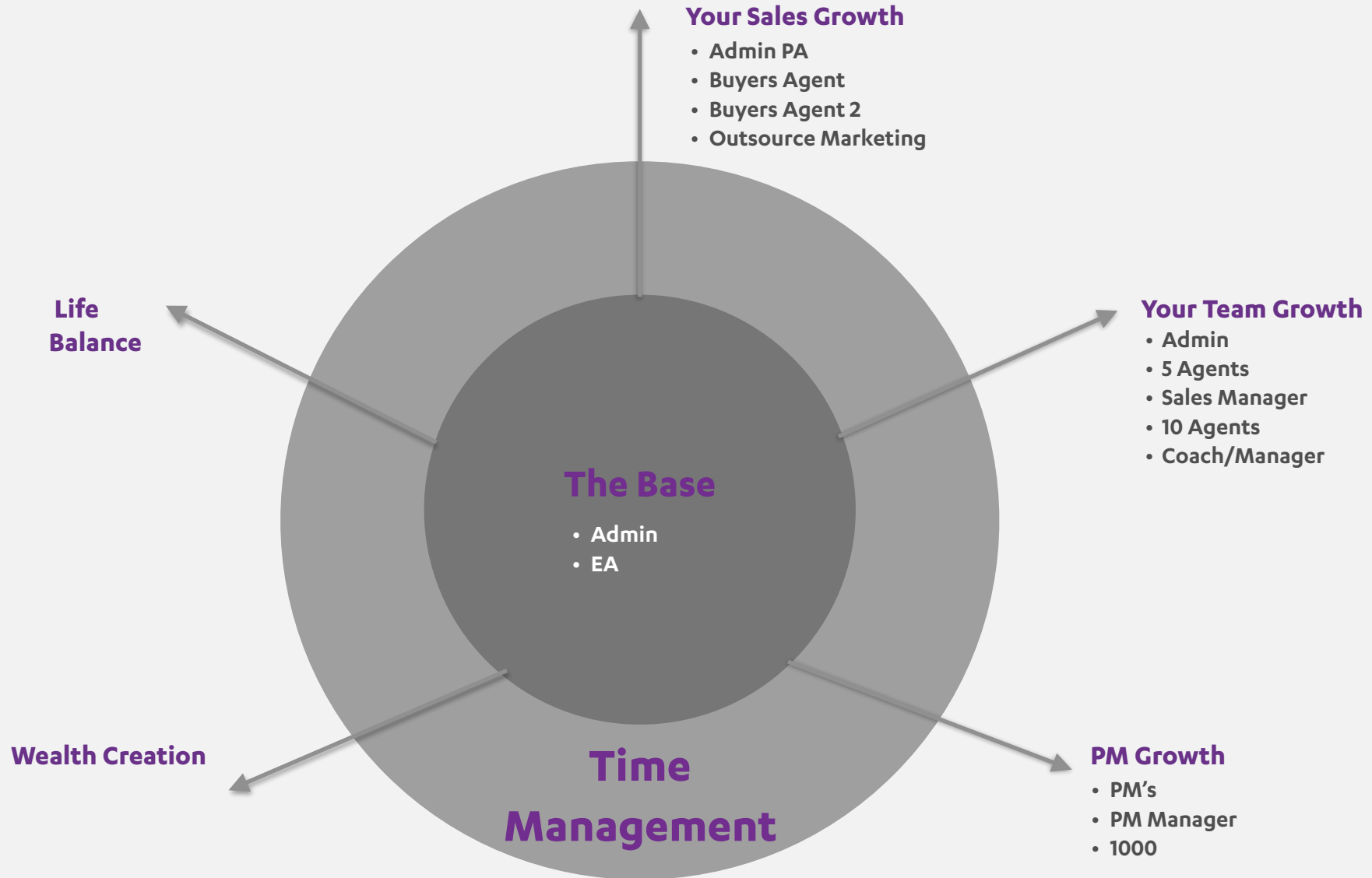
**If you persist in your
behaviour as an
individual
contributor...
You are NOT managing**



- **Must assume a new professional identity**
- **Must learn how to hire and nurture talent**
- **You must know your numbers**
- **You must be sure you want to manage**

Talent Developers Not Talent Hoarders

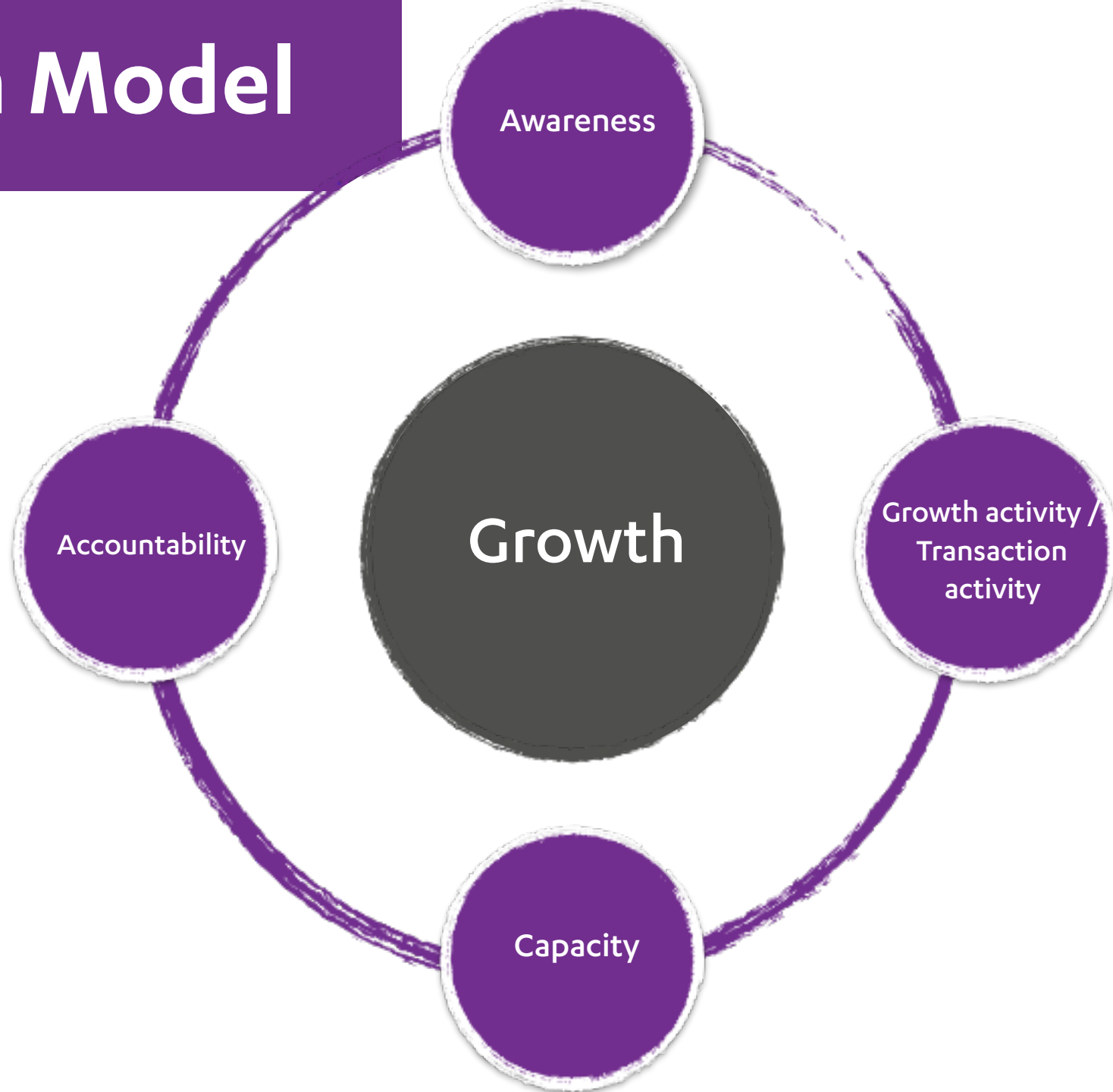






The Base

Growth Model



Stay Strategic



Authenticity



Profit

- Structure
- Budgets

**The best
resources in the
best place**



Return to Stakeholders

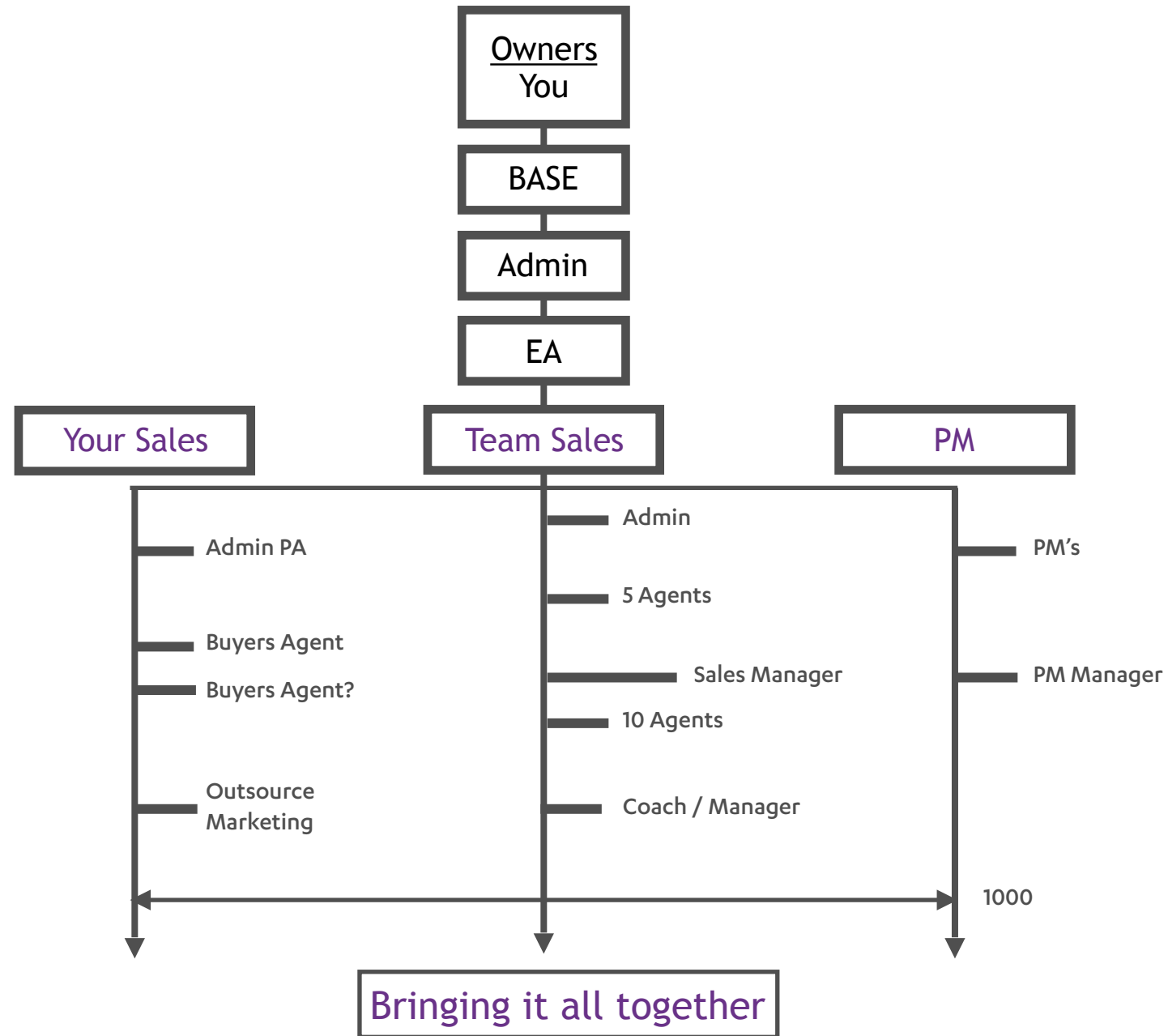




**Find your
voice!**

Line in the sand





The Base

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

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?

The board, Ownership and Reporting



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?	\$	

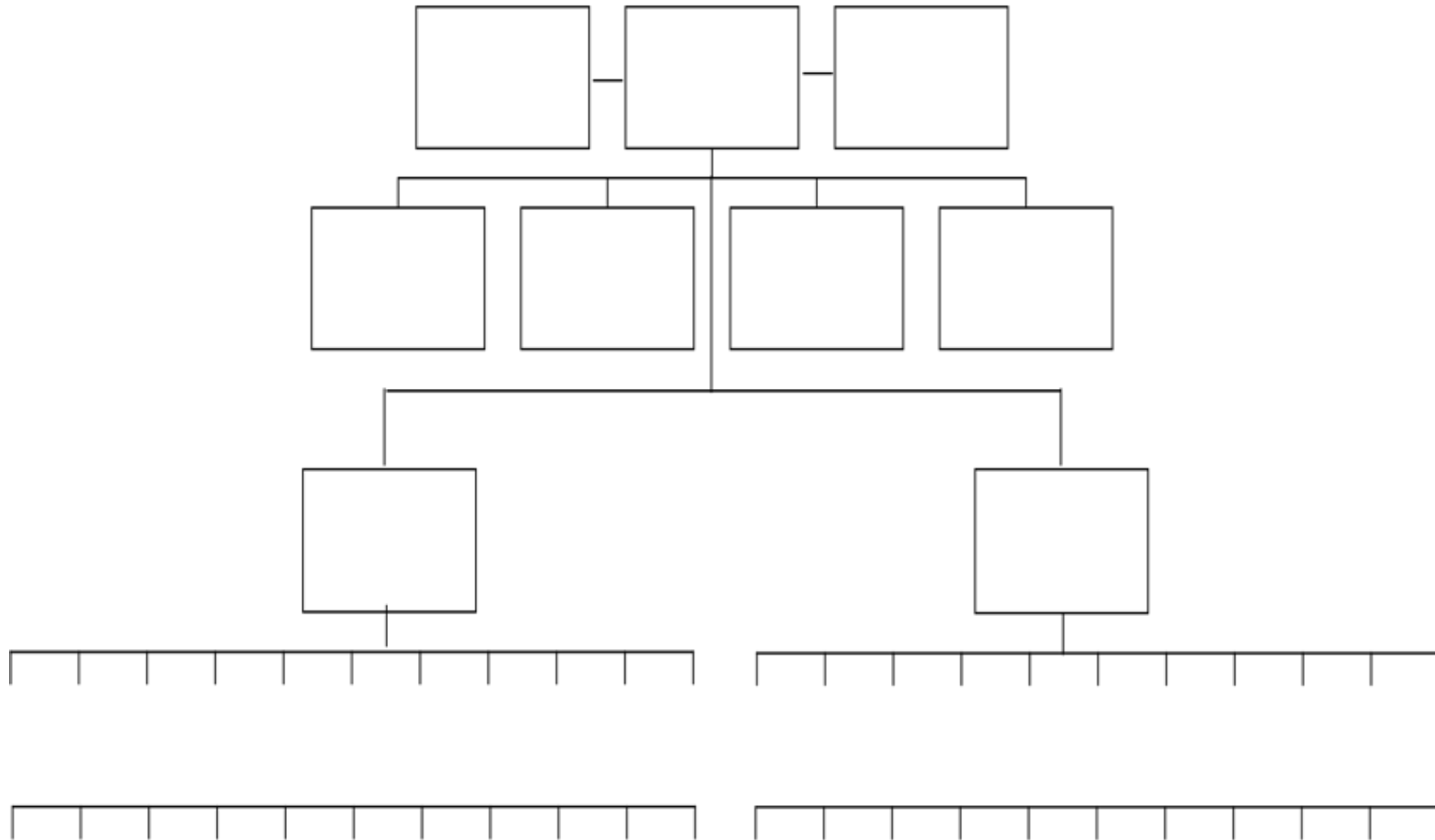
What do you want?

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
- Not you
- Separate PM and Sales
- Trading P & L
- Budget
- Modelling
- Money in, Bills in the correct month
- Below the line

Company Personnel Chart



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

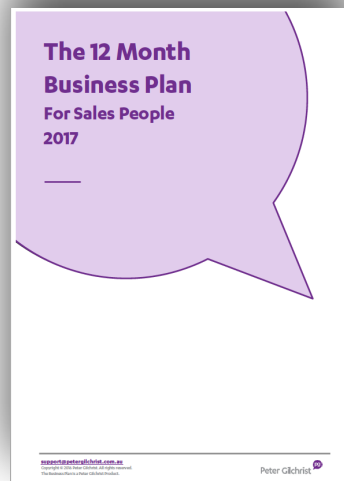
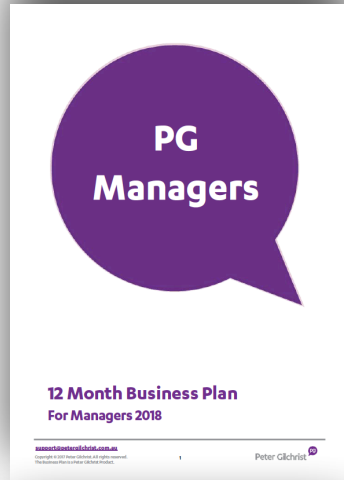
Who needs a plan?

Prospecting plans:

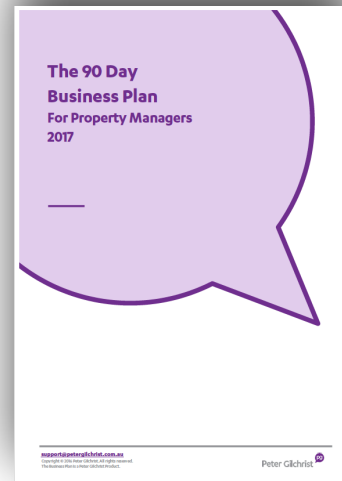
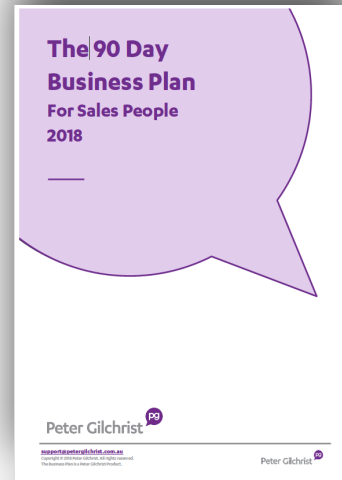
- YOU if you are still selling
- Any directors who still sell
- Your Sales team
- The BDM for PM

The Business Plans Online

12 Month Business Plans



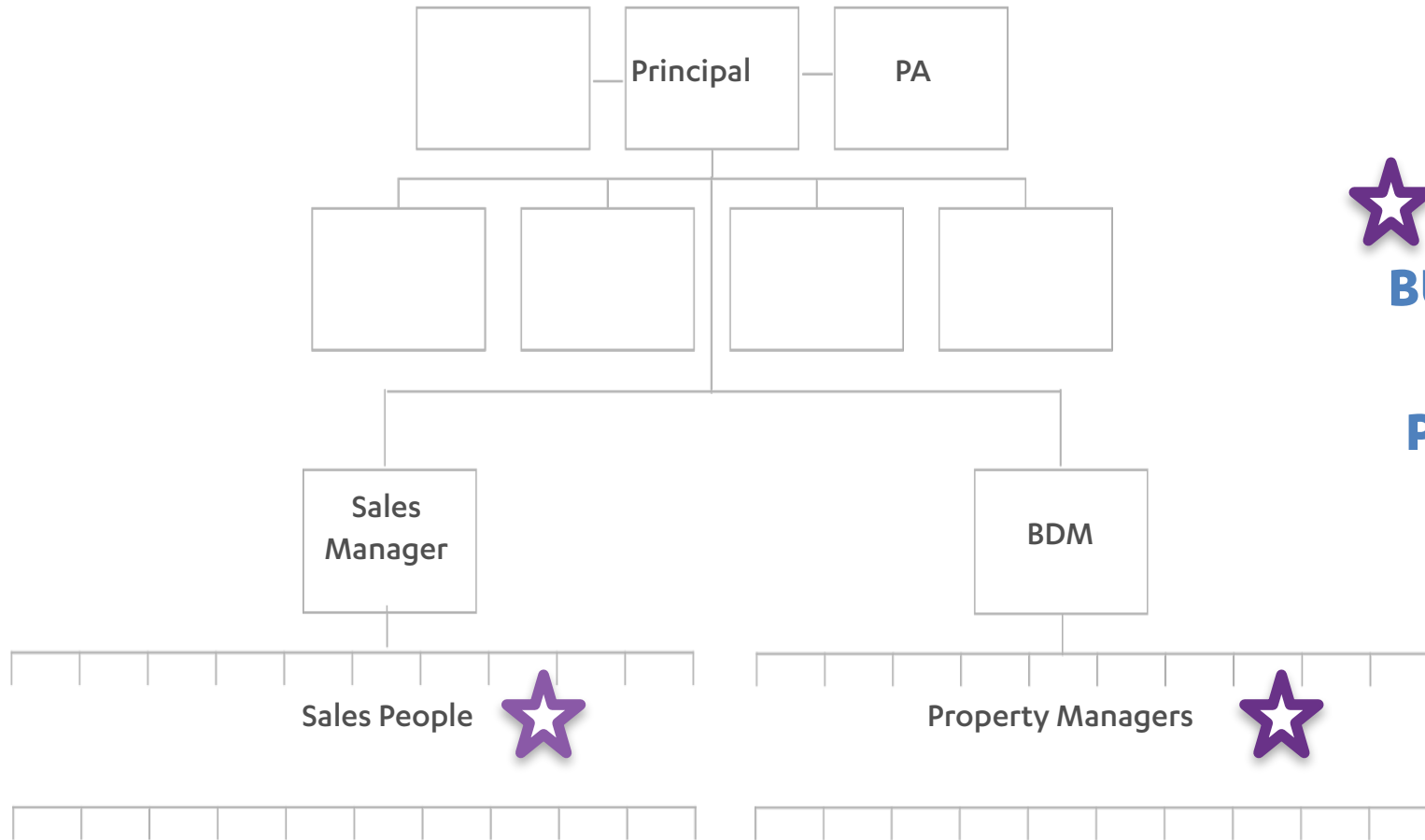
90 Day Business Plans



Prospecting Plans



Planning System



★ **REQUIRE A
BUSINESS PLAN
AND A
PROSPECTING
PLAN!!**

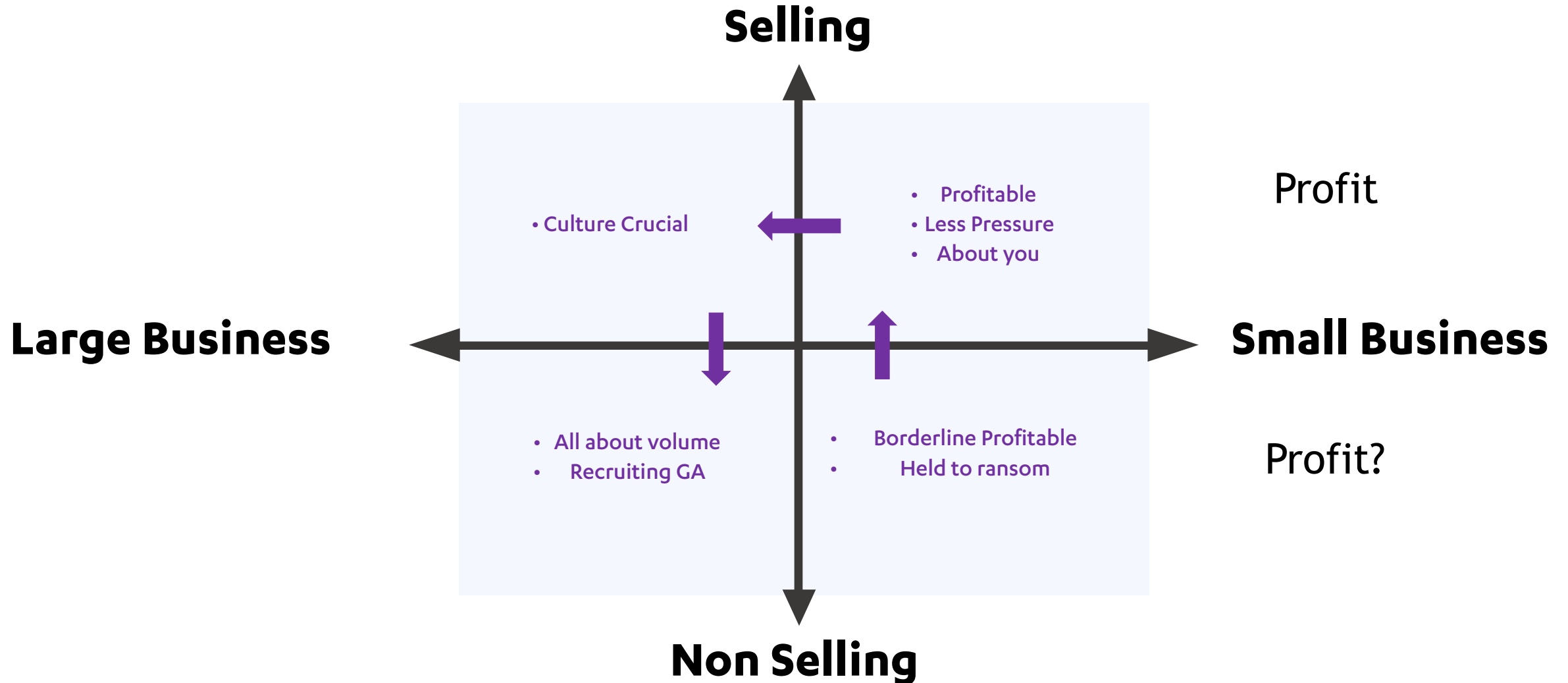
3 Parts to the Year

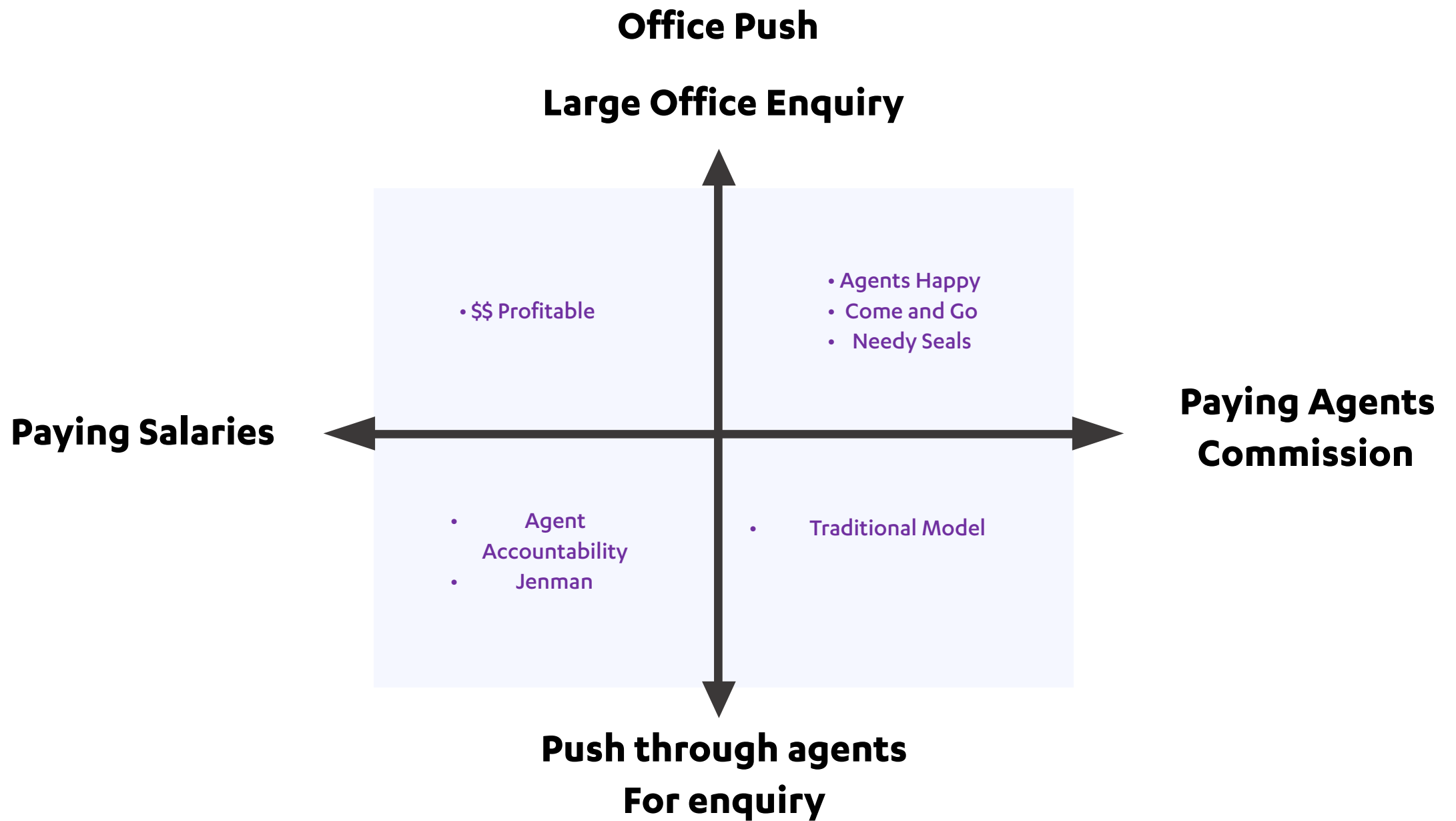


The 4 Month Planning System

- 1st week run 90 day plan
- 2nd week 90 days go to you
- 3rd week 1 on 1 with plan
- 4th week revised plans signed off

What model are you?





Culture



Culture

- The totality of socially transmitted behaviour patterns, arts, beliefs, institutions, and all other products of human work and thought.
- The predominating attitudes and behaviour that characterize the functioning of a group or organization.
- Development of the intellect through training or education.
- Enlightenment resulting from such training or education.

The Great Training Robbery

The study concluded that the **organizational and management system** – the pattern of roles, responsibilities and relationships shaped by the organization's design and leadership that motivates and sustains attitude and behaviour - is far **more powerful in shaping individual behaviour** than the **capacity of well trained and even inspired individuals, to change the system.**

Culture

- Sharing your listings
- Needy seals?
- Dependancy
- Who are the main time stealers?

People Culture



Values and Culture



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

A group of business professionals are gathered around a wooden table in a modern office setting. In the foreground, a man in a grey blazer sits with his hands clasped, next to a woman in a striped shirt who is holding a tablet. A laptop, several mugs, and notebooks are on the table. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The scene is set against a brick wall with a whiteboard visible on the left.

Your Sales

**Why it
works?**



**What are you
capable of?**



**What's your
next?**



**The best
resources in the
best place**



**What does it
take to replace
you?**

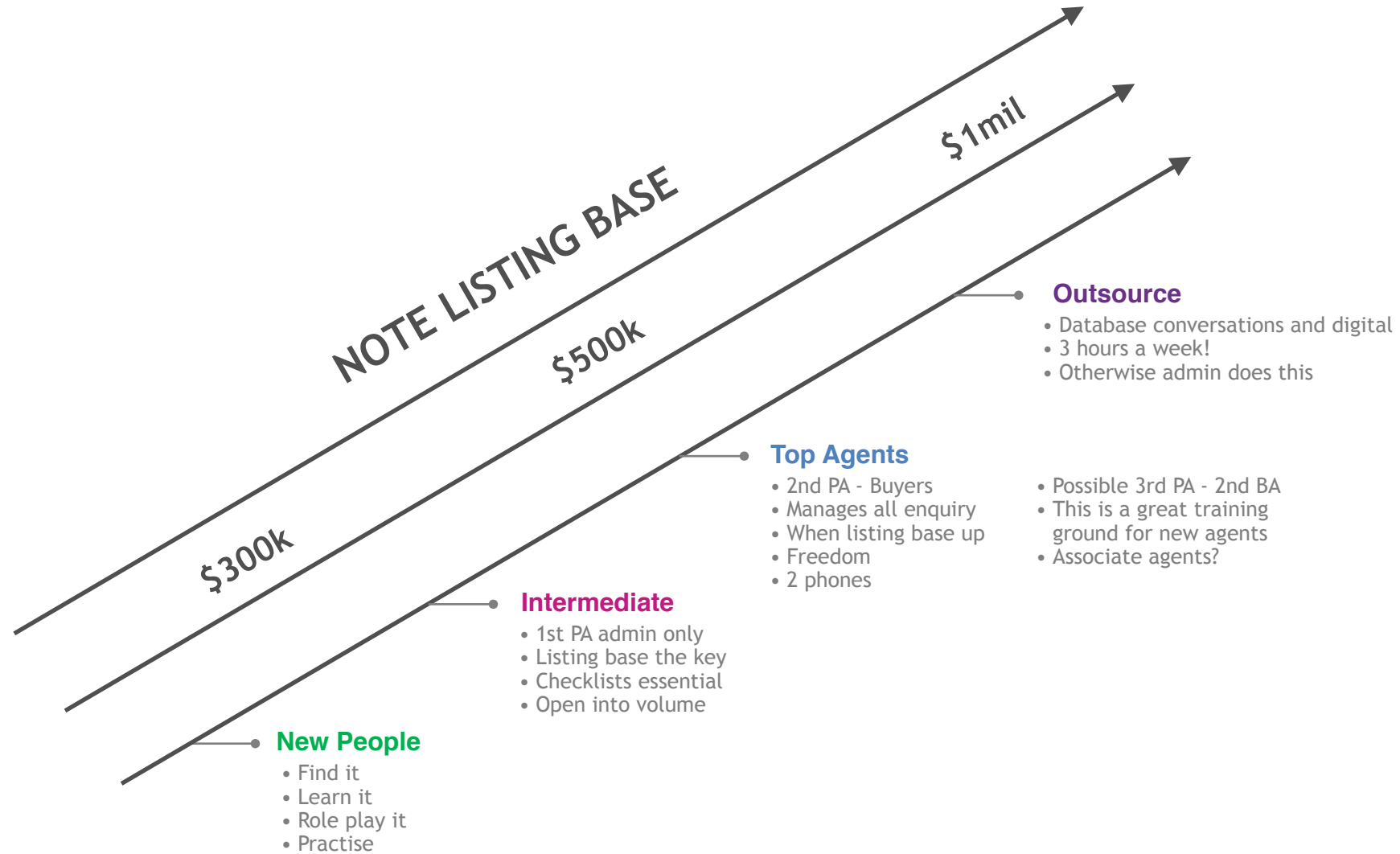


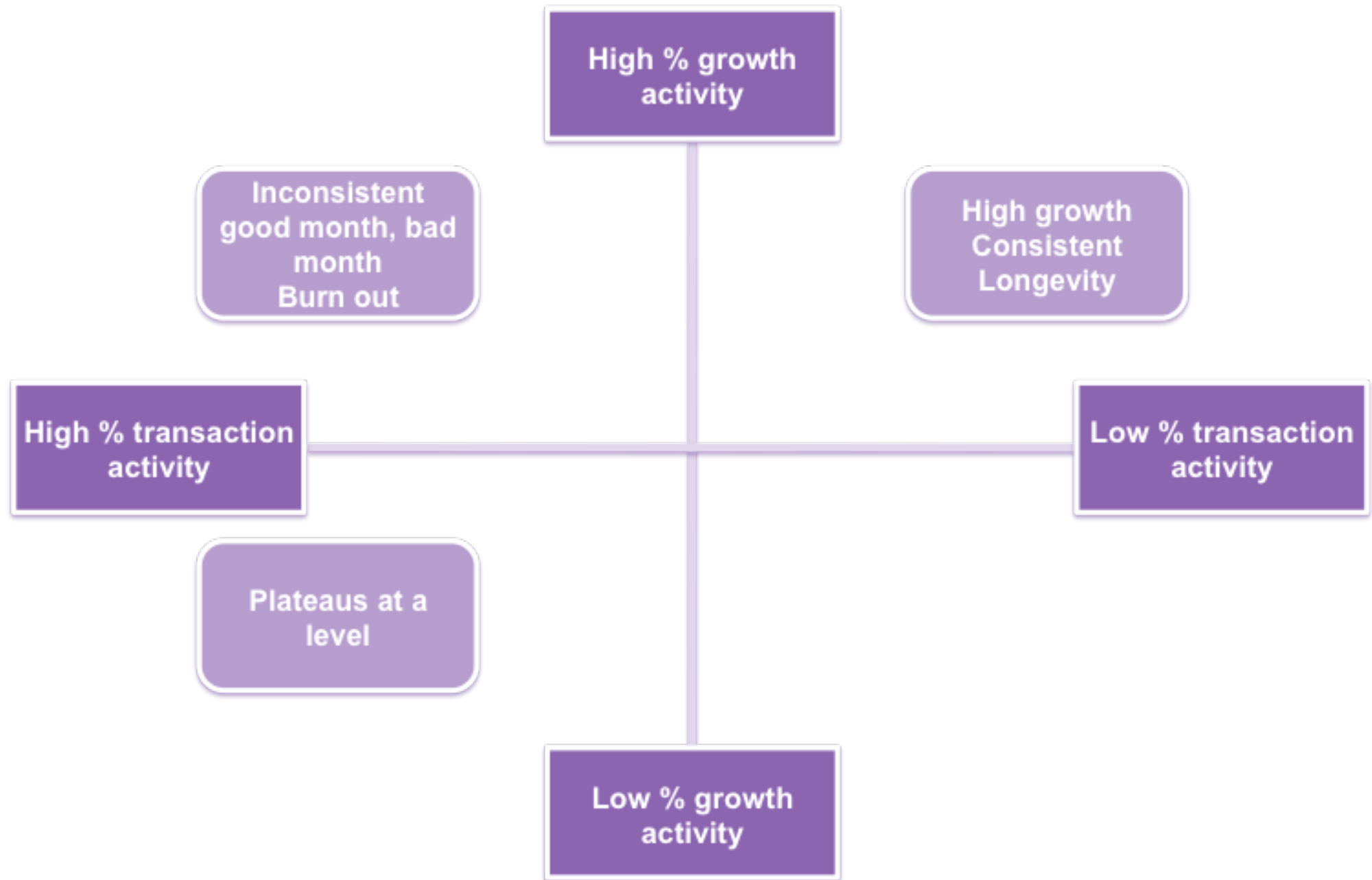
Sales Design

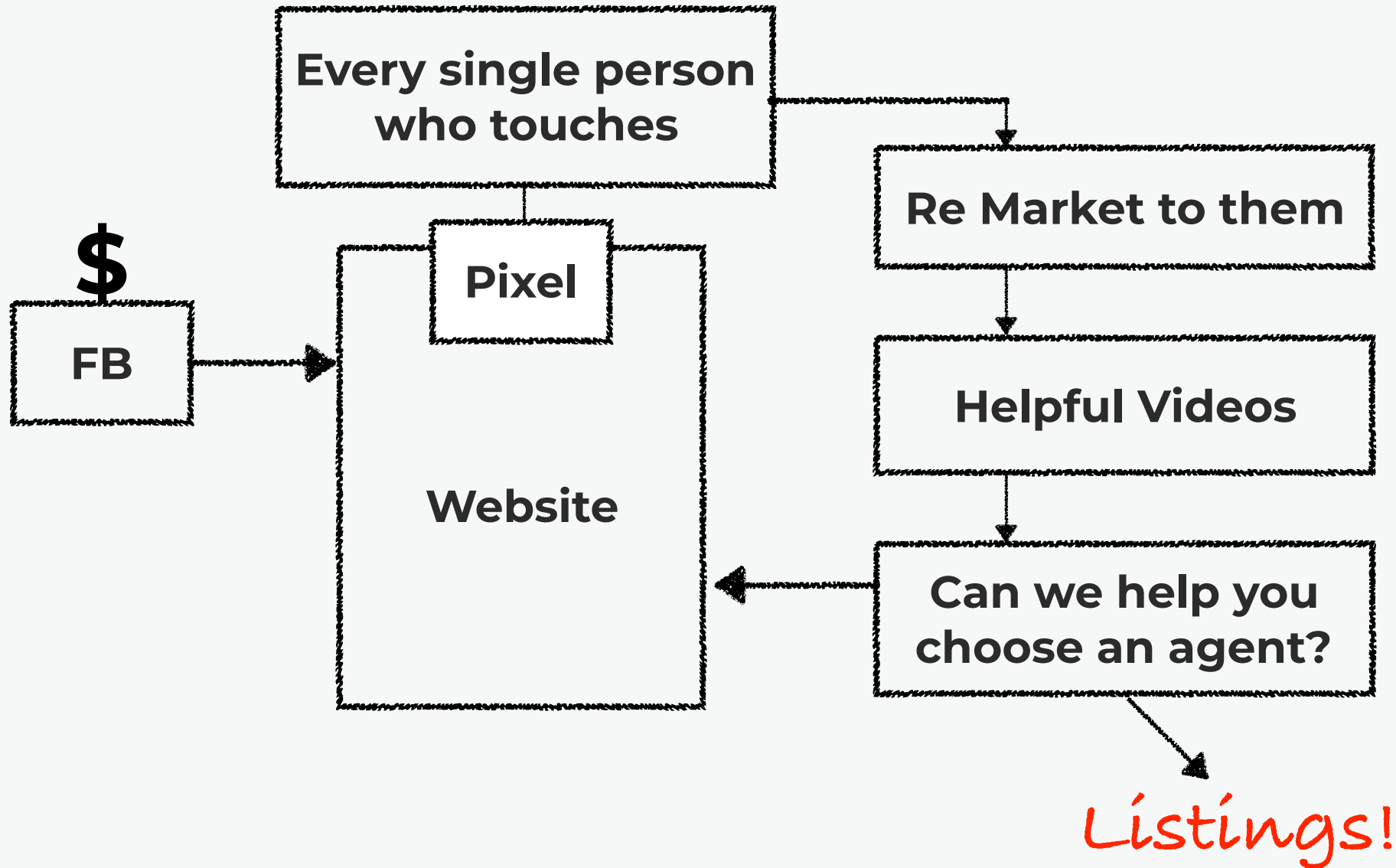
Benefits of you selling

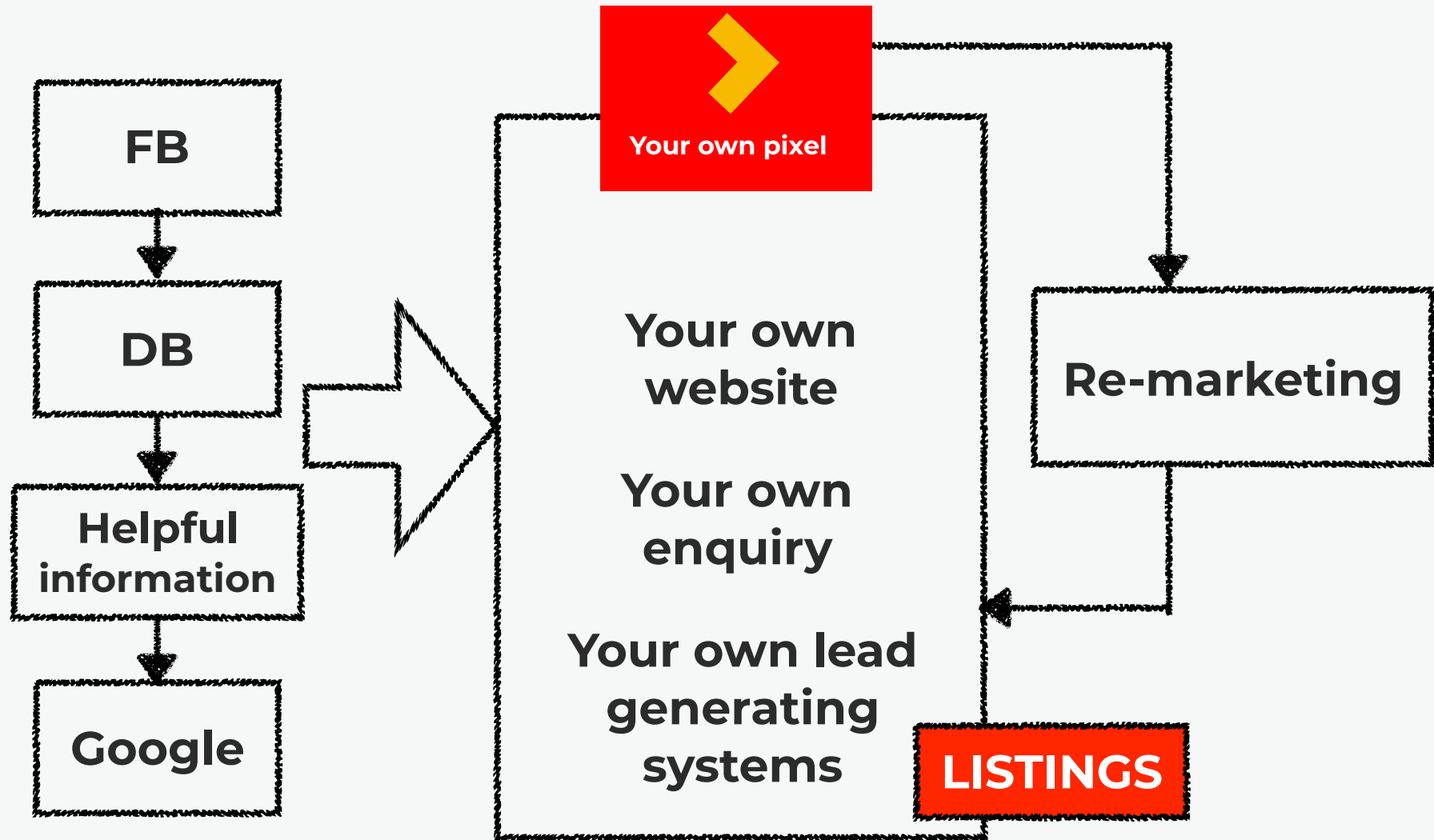
Documented more profitable

- So well known
- Huge data base
- Experienced
- Do it faster
- Volume VPA
- Market share
- Attraction agent
- You love it
- Small markets best way

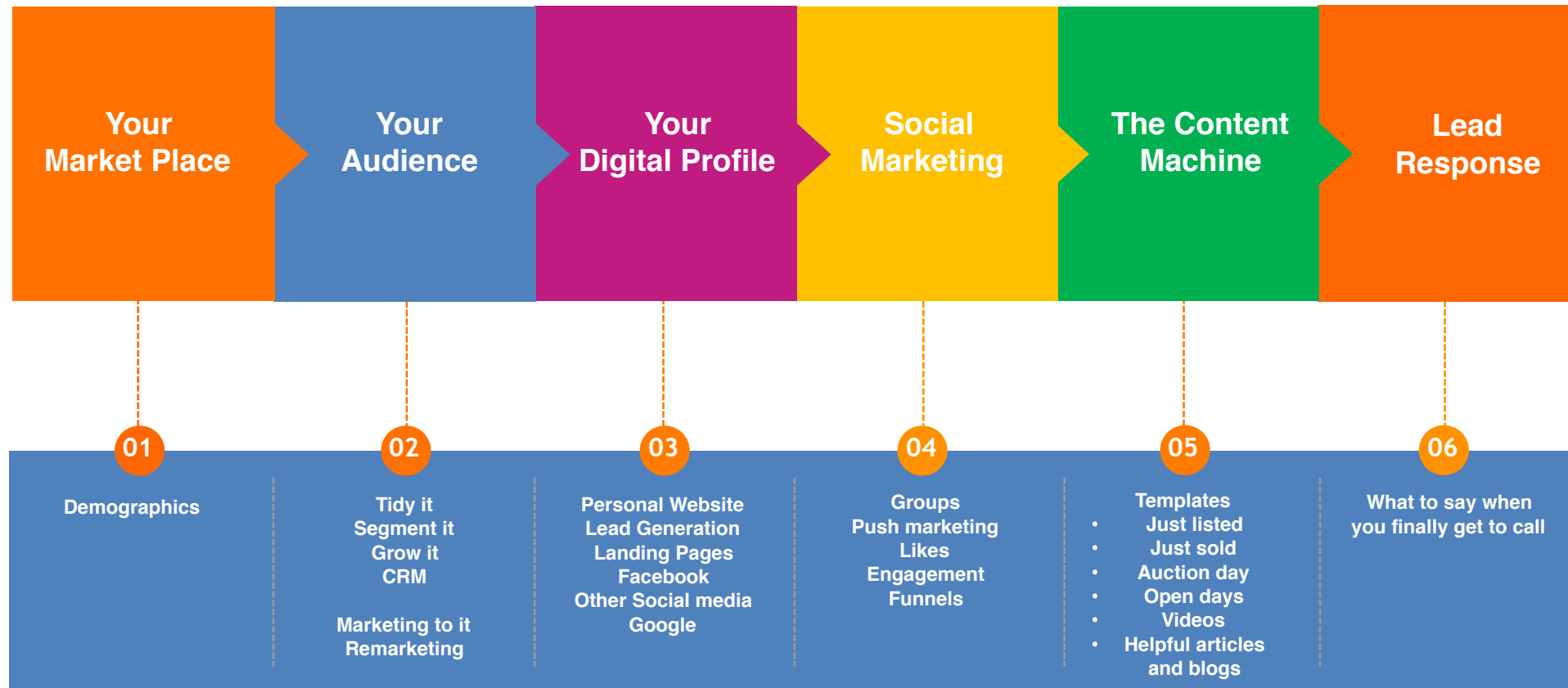








Digital Mastery Blueprint



A group of people are gathered around a wooden table in a meeting. In the foreground, a man in a grey blazer is looking at a laptop. Next to him, a woman in a striped shirt is holding a tablet. There are several mugs, glasses of water, and notebooks on the table. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The setting appears to be a modern office with a brick wall.

Team Management and Growth

Sales Manager

- Sales Manager
- Not high flier necessarily
- Love the detail
- 1st line of reference
- Must be in line with values and strategy
- Salary and bonuses



Recruiting

Recruiting

- POT
- 2 ways only
- Attract them
- Grow them
- Whose job is this?
- Quick Start Recruiting

Recruiting

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

**How many do
you need?**



Attract them! **The STORY!**

M64



**What sort of agents
you looking for?**



**Who will you
call?**



A person is sitting at a wooden desk in a modern office, working on a laptop. The person is wearing a light blue button-down shirt over a grey t-shirt and khaki pants. They have a black watch on their left wrist and a gold ring on their left ring finger. The desk has a laptop, a small bowl with a spoon, and some papers. The background shows a bright, airy office space with large windows and a concrete ceiling.

New to the Industry



How to choose great people

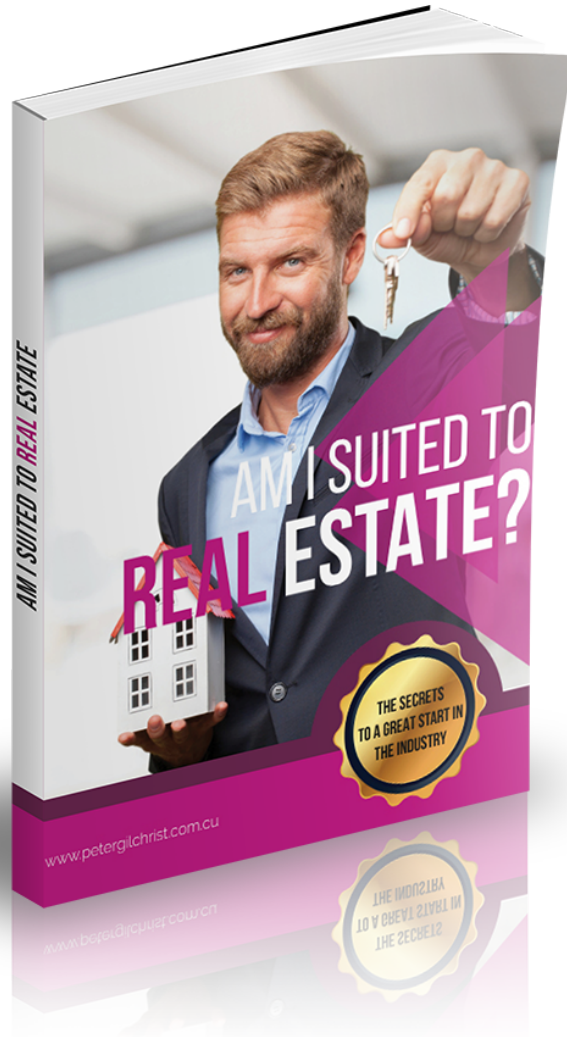
Finding the right people for
your real estate business

Quick Start 
Recruitment

Quick Start 
Recruitment

<http://quickstartrecruiting.com.au>

AM I SUITED TO REAL ESTATE?



Choosing Well

- Slow it down
- Deselection is the key
- 80/20
- Get engaged
- LJH best on boarding in Aus

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

A group of people are gathered around a wooden table in a meeting room. In the foreground, a man in a grey blazer is looking at a laptop. Next to him, a woman in a striped shirt is holding a tablet. There are several mugs, glasses of water, and notebooks on the table. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The room has a brick wall and a whiteboard.

Training

The Presentation Sequence



The Edge - Never Miss a Listing Online

Peter Gilchrist



THE EDGE: PRESENTATION SKILLS

Never miss a listing again!

Peter's incredible "The Edge" programme – now it's back, and online!

You will learn the distinctive secret process I am teaching top earners right now so that they take the listing on the night!

- Over 16 hours of video training,
- Workbook to follow in and complete,
- Role plays,
- Objections, Scripts & Dialogues, and
- A full presentation template to complete and use!

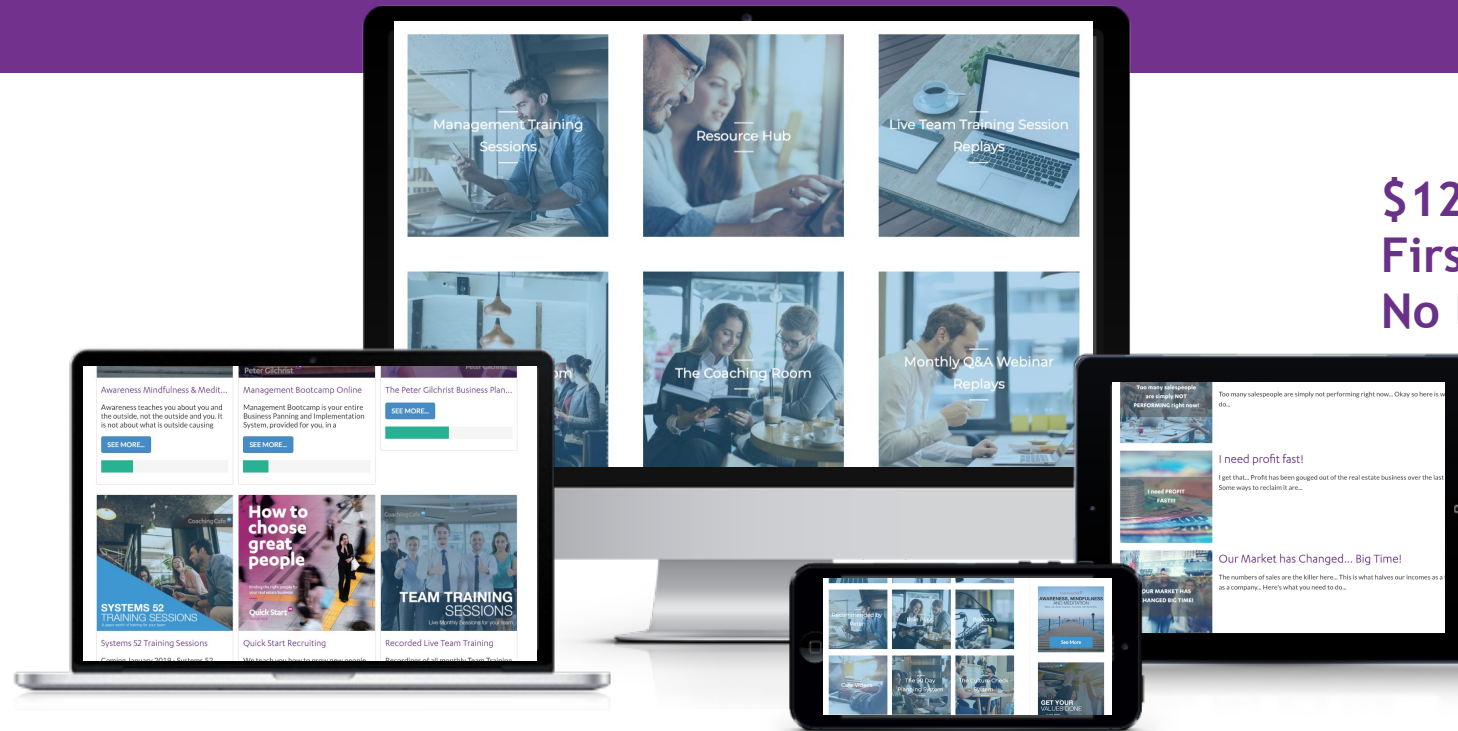
Available in Coaching Cafe for Managers.

OR

Purchase this course for \$295 + GST

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

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>

What you get!

- An interactive coaching site where you can be guided through all the various topics
- Monthly training sessions on topical issues, direct into your office, or use the recordings at a later time
- Questions answered in the monthly Q&A Webinar, and Peter's suggestions re-worked for all to hear in the Coaching Room
- Strategy Room - where relevant issues are answered in a clear and logical way, linked to the relevant training material available
- Video's, masterclasses and training sessions on management issues, all here for you as a coaching resource.
- We will design the ideal coaching for you, for 12 months. Follow the recommended steps and monthly coaching focus and you will work through the 12 month coaching plan.
- Management Bootcamp 3 Day Management workshop, all online available in the Coaching Cafe, with Presentation, workbook, worksheets, and video!

What will this cost you?

Coaching Cafe for Managers

\$127+ gst

per month

- First month free
- Monthly Q&A Webinar
- Monthly focus to keep you on track
- Over 10 of Peter's signature Courses
- 6 MasterClasses - added to monthly
- Monthly Team Training Sessions
- Templates and Tools
- Coaching Room Tips
- Strategy Room
- Bonus Training Sessions
- Scripts & Dialogues
- Full 3 Day Management Bootcamp Online
- Private Facebook Group
- Discounts on upcoming Seminars



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A background image showing a group of people in a meeting. In the foreground, a man in a grey blazer sits at a wooden table with a laptop, a white mug, and a red mug. Next to him, a woman in a striped shirt is looking at a tablet. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The setting is a modern office with a brick wall and a whiteboard.

Coaching

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/>

Coaching Techniques Seminar

Peter Gilchrist 

COACHING TECHNIQUES

Once in a career seminar, sharing Peter's coaching secrets...

Peter's Signature Coaching Map

To support, nurture and develop your team!

This seminar goes beyond just the important 1:1 and includes the systems and coaching models he has learned and developed from working with the sales and management elite over 30 years.

\$167 + GST

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

Vault Management Intensive



Vault

Management Intensive

Sort your systems out once and for all!

**Come and learn how to 3X
your business!**

Total Planning System to run your empire!

3-day lock down transformational workshop to create scalable, balanced growth in your business. This is all about the detail, the "how to" to create your vision.

**Gold Coast
30 Oct - 01 Nov
\$2450 + GST**

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

Peter Gilchrist Coaching

A photograph of Peter Gilchrist, a middle-aged man with a grey beard and balding head, smiling and looking slightly to the left. He is wearing a light-colored button-down shirt. The photo is overlaid with a semi-transparent purple box containing the text 'Peter Gilchrist Coaching' and a small purple speech bubble logo with 'pg' inside.

Peter Gilchrist
Coaching



1:1 or Coaching for your Office

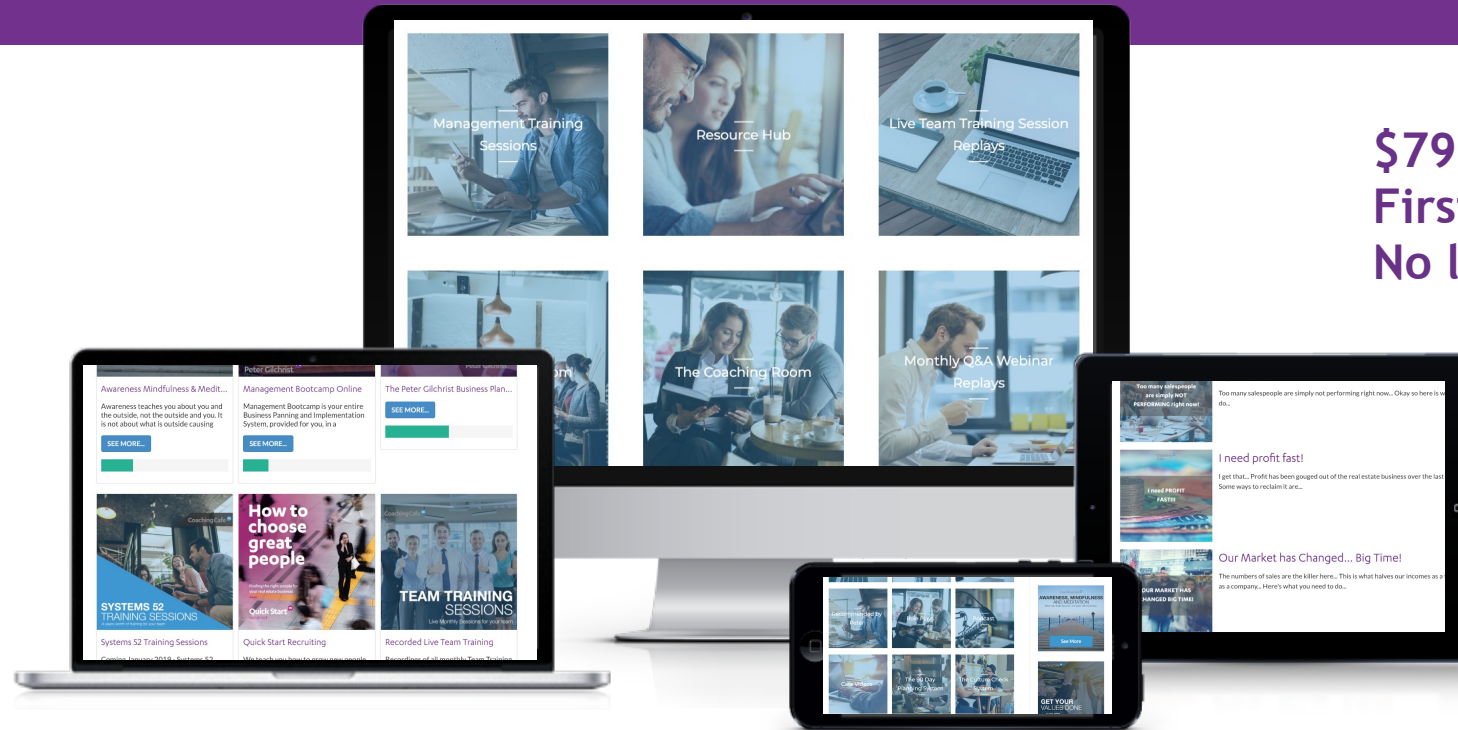
Peter works with the best of the best on a daily basis and can see what works in terms of getting real growth.

When you are being coached by Peter whether as a selling manager, a manager, or top sales person, it all starts with 1 word... AWARENESS!

\$1500 + GST per month

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

Coaching Cafe for Agents



\$79 + gst per month
First 30 days free
No lock-in



Interactive

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



Training Courses

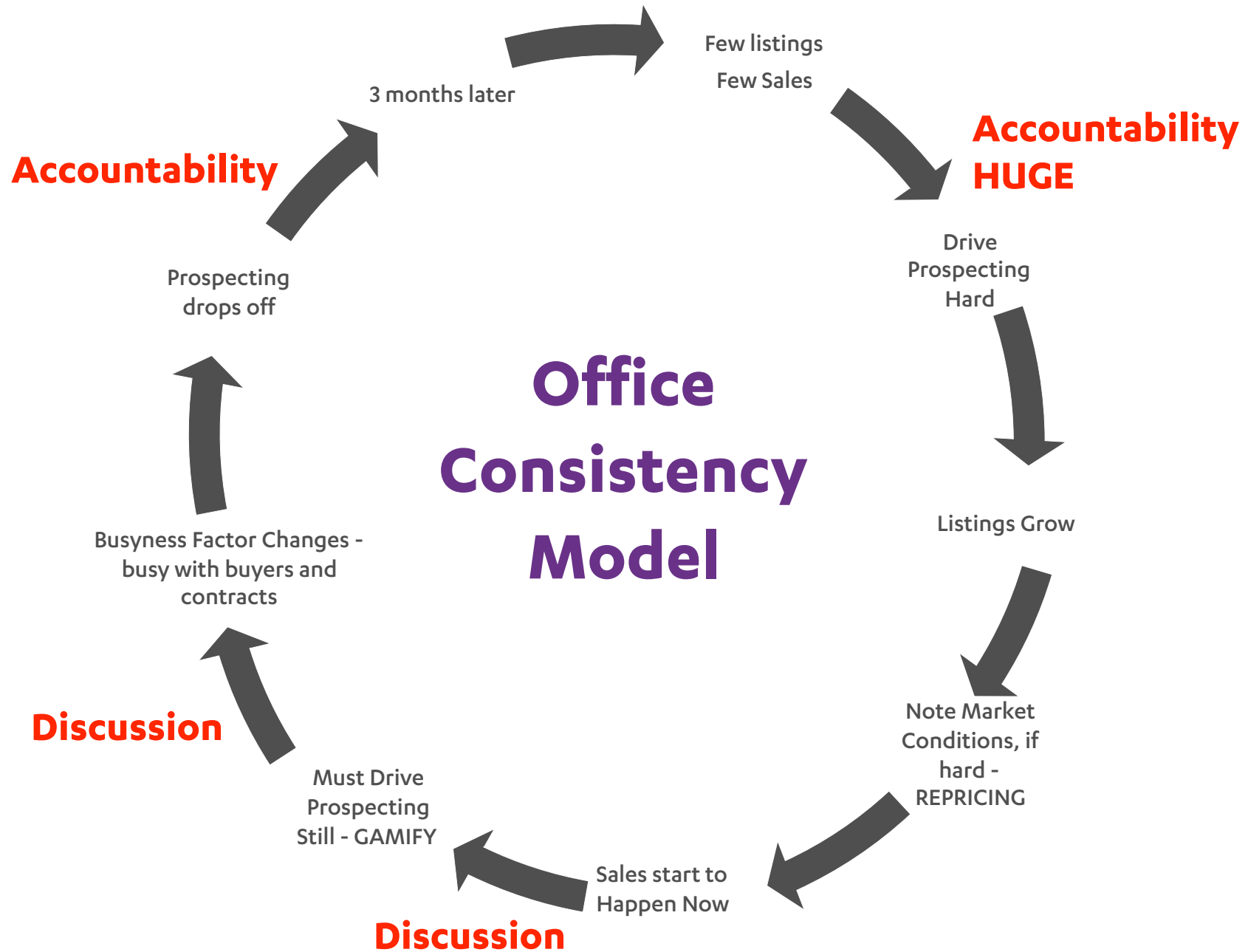
- The Edge Presentation Skills
- Prospecting 101
- Digital Prospecting
- Working with a PA
- Systems 52 Training Sessions
- Managing Volume Masterclass
- Re-Pricing Masterclass



Tools and Templates for all your needs

- 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/>



A group of people are gathered around a wooden table in a meeting. In the foreground, a man in a grey blazer sits on the left, and a woman in a blue and white striped shirt sits on the right, holding a tablet. A laptop is open in the center. There are also red and white mugs, glasses of water, and notebooks on the table. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The setting is a modern office with a brick wall and a whiteboard.

Property Management

Property Management

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

A group of business professionals are gathered around a wooden table in a meeting. In the foreground, a man in a grey blazer sits with his hands clasped, next to a woman in a striped shirt who is holding a tablet. A laptop, several notebooks, pens, and mugs are on the table. In the background, a man in an orange shirt and a woman are smiling and looking at each other. The setting is a modern office with a brick wall and large windows.

The Art of Selling Management

Rule 1

Stay Strategic



Rule 2

No Jobs for You!



Rule 3

Use Meetings



Rule 4

Measure Profit, Not Turnover



Rule 5

Stop Ad Hoc Interruptions



Rule 6

Construct Your Day in 3 Parts



Rule 7

Keep the Dialogue Down



Rule 8

You Need Time To Think



Rule 9

Design and Keep Rituals & Awards



Rule 10

**No One Puts Times
in Your Diary
Except You & Your
EA**



Income

- 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

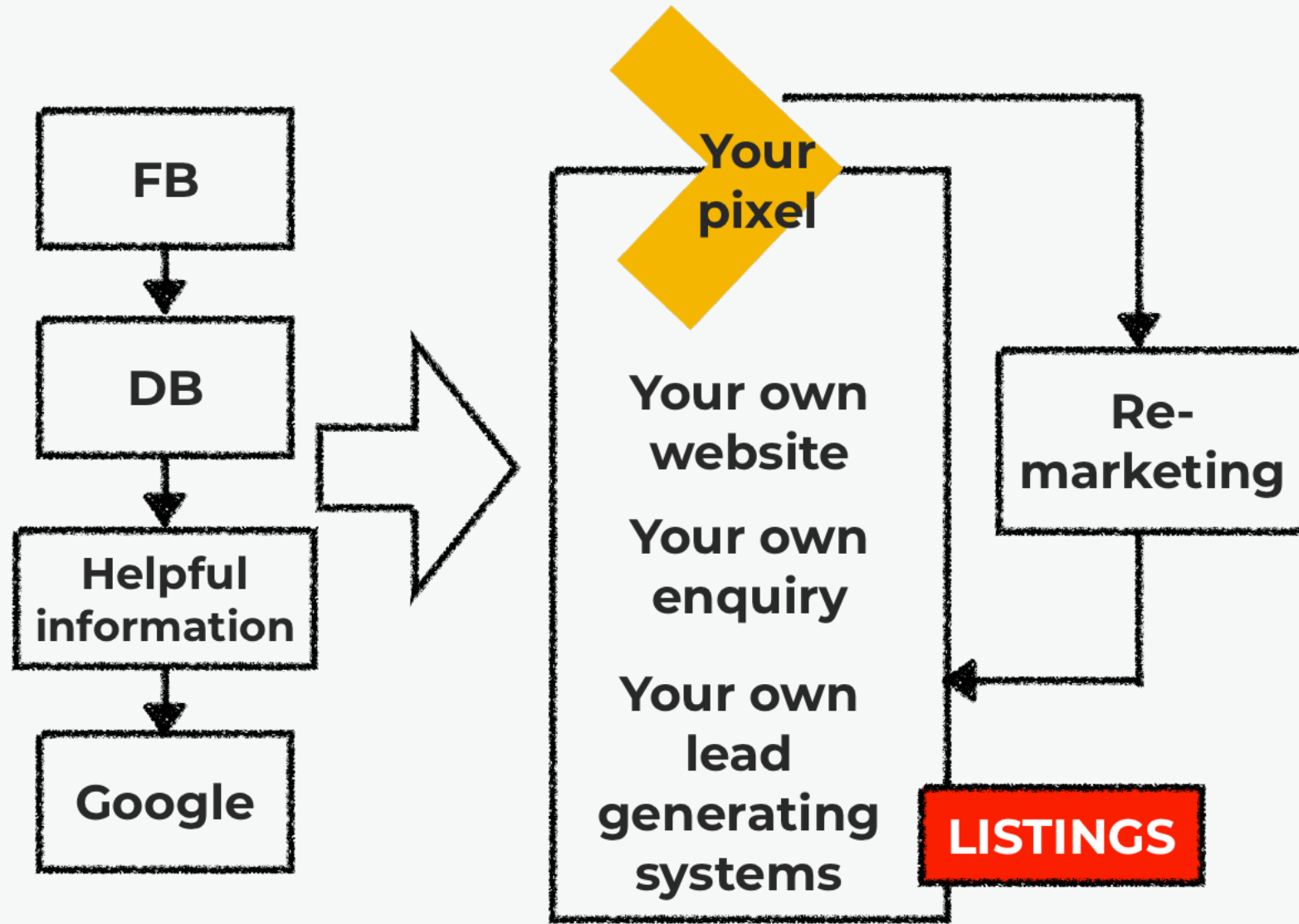
- Never ever stop recruiting
- Stop inconsistency in monthly income
- Keep buying rent rolls

Costs

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

Digital





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

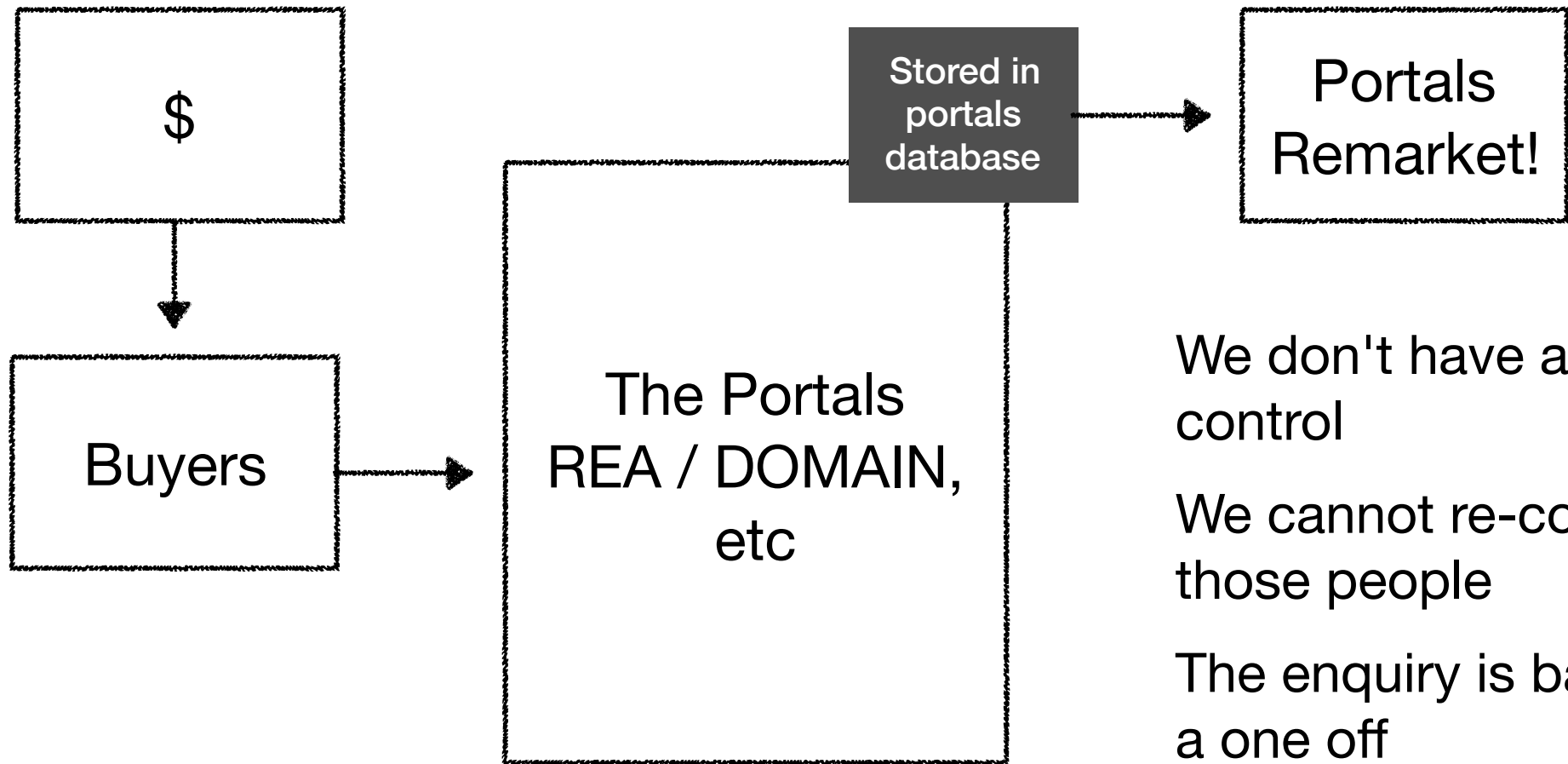
11. Saleability

12. Why us?

13. MAF

14. The
agreement

15. Expectations

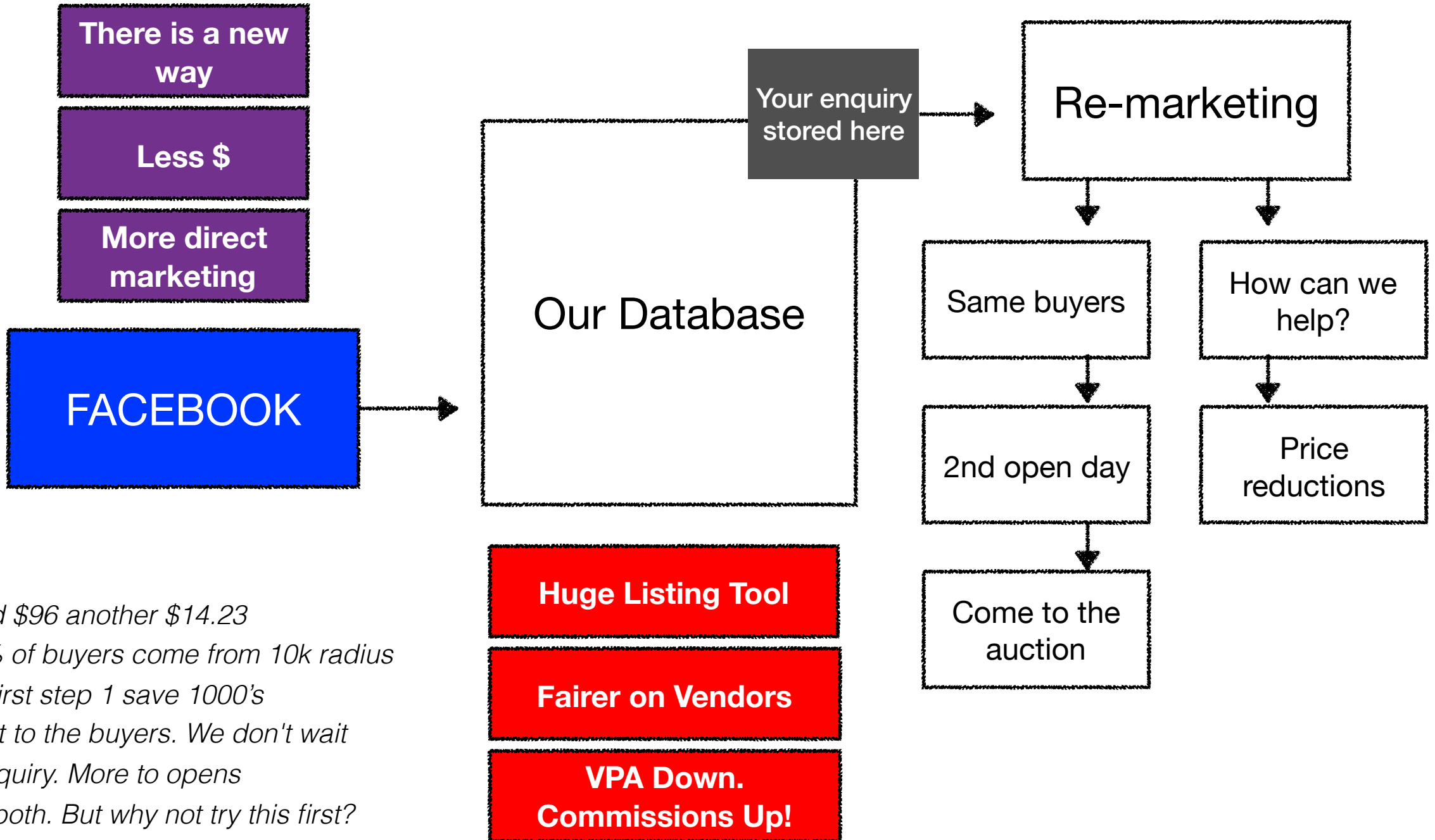


We don't have any control

We cannot re-contact those people

The enquiry is basically a one off

And lost.



*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?*

1 on 1's, Accountability and Goal Setting

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