

Scope of Work – BootCAMP Curriculum

- Premise:** Agents need to think like business owners with a stronger, more solid foundation in a shorter amount of time, and in an executable format. Focus on leads, listings, leverage, business mix, efficiency, profitability.
- Target Market:** Agents that need to break through an entrepreneurial approach to a purposeful approach, with the end result in mind.
- Structure:** 8-day Intensive Workshop
- 9:00-3:30 Monday through Thursday 1<sup>st</sup> week; 9:00-3:30 Monday through Thursday 2<sup>nd</sup> week
- Intimate Group – no more than 100 students at a Time
- Action Training & Coaching – Total Agent Involvement
- All Materials Provided in Written Form and on Flash Drive
- Homework Required
- Light Breakfast & Lunch Provided Daily
- Benefits:** DBPR Certified for 11 Hours of Continuing Education
- 93% of Agents Left BootCAMP with either a New Sale or a New Listing
- Every Agent through the Program Gave it a 5 (out of 5) Possible on the Board of Realtors
- Independent Email Survey
- Every Agent answered “Yes” to the Survey Question, “Was it worth the money and the time?”
- Agents Through the Camp Had a 62.1% Increase in Closed Transactions Year over Year
- Local Brokers Appreciate the Correct and Relevant Training, which Reduces Liability and
- Improves Agent Performance and Retention

**Curriculum Narrative:**

**Day 1 Business Planning.** Agents will leave with an applicable, executable business plan which will connect their economic model to lead generation, marketing/branding, budget and leverage models. They will also leave with a full understanding of the Four Disciplines of Executing their business plan (Covey), a daily schedule for success, and the key skills to implement their plan – connecting the activities of “today” to achieving their 1-3-5 year goals without fail.

**Day 2 Lead Development & Management.** Prospecting based, marketing enhanced businesses need to establish a “rhythm” that moves them toward autonomy & market recognition. Too many agents are falling into the trap of buying leads or wanting the broker to furnish them. Agents will develop their 30 second “brand/elevator speech,” and uncover their personal & company’s value proposition in the business, along with how to put that into words quickly and powerfully. They will discover the “wheel of sales” – how to approach a variety of sellers for listings – what to say and how to say it to create an appointment. They will also develop a 5-person, core-advocate group to ambassador their local business. They will calendar their time for the next 6 months, putting in recurring time for lead generation and lead follow-up. They will put in time for continuing education and will begin to develop their system (or enhance their existing system) for a proper database so they can feed it from their lead generation efforts.

**Day 3 Listings.** Agents will leave this day understanding the full Listing Process in a destination market and having begun to create their own pre-listing packet and listing presentation for their target market/farm. Agents will practice, in front of their small group, their listing presentation, live. Agents will practice seller conversations focused on motivation and needs. They will fully understand the benefits they provide and their company provides to the seller, and how to convey those benefits powerfully. This is a major practice day and is known to greatly increase agent confidence.

**Day 4 Mind-Set/Practice and Review.** We start this day with a heavy review of the week. Each agent will share from memory, the four important numbers that make up their business plan (total volume goal, # of transactions goal, # of appointments with sellers monthly and # of appointments with buyers monthly). Agents will practice their branding speech, and their listing presentation. Late afternoon we go through how important mind-set is, ethics and professionalism, affirmations, and how to plan for/handle growth, so they can better prepare for strong customer service in the face of new business. Homework is given over the weekend.

**Day 5 The Buyer Process.** We start Day 5 with a quick review of homework and the week before. Then we dive into how to follow a process for working with buyers that is simple and focused on pre-qualification, as well as control. Agents will leave knowing exactly what to say to a potential buyer to get them into their office for an appointment, pre-qualify them, get a buyer agreement signed, and then show only the best properties. They will also know, confidently, exactly how to write an offer from a “bullet-proof” the transaction perspective. This is accomplished by asking the right questions and preparing the buyer for what’s ahead. We will talk about the delicacies of working with out-of-town buyers by phone, as well as with luxury buyers. Each agent will leave preparing a buyer booklet for themselves or their team and will also conduct a buyer consultation in front of their small group. This is another major confidence booster.

**Day 6 Open Houses, FSBOS, Using Statistics in Sales.** This morning starts with how to do a proper open house or to leverage it out (most agents know this, so we don’t spend much time here). We then work on how to prospect and work with a For Sale By Owner. As markets improve, the number of these opportunities increases. The afternoon is dedicated to teaching agents where to find the most reliable statistics on the local

market and how to properly use them to educate buyers and sellers. Statistics are the best tool, along with motivation, to help buyers and sellers move toward the transaction with urgency. Agents will learn today that their opinion, although important to them, will carry less weight than the facts with their customers and their job is to become an expert in the industry and then present the market to their customers. This is a powerful day and it transforms producing agents into Top Producing Agents. They leave with much more respect for the profession and for themselves when they understand the economics and facts of interpreting the market as experts.

Day 7 Follow-Up Systems and Scripting, Neuro-Linguistic Patterns of Sales Talk. This 7<sup>th</sup> day of camp starts with helping agents develop a simple, usable system for following up with leads/prospects. They will understand that more than 80% of their business will come from following-up and keeping in touch with valuable information to their database. In the afternoon, we talk about the patterns of speech through a basic NLP course – so agents understand how to talk customers through tough decisions without telling them what to do, and certainly without arguing with them or with other agents. Attendees leave this day with great power in their verbal ability to “dance” with other agents and customers... staying in rapport and coming from contribution in every conversation. This day is of great value to the industry, because it teaches agents that we’re all working together for a common goal and that they will be far more successful with this approach.

Day 8 Review/Customer Care/One-on-One Coaching Workshop and Graduation. The last day of camp can be accomplished in ½ day usually. We will have a heavy review with attendees answering questions and having fun through a review game. We will then touch on customer care for listings and handling price adjustments. They will leave with a dedicated day and system for keeping in close contact with their sellers, weekly. In the afternoon we will hold a BootCAMP Graduation with some inspirational notes and a top producer guest who will answer questions from the group.

Days After Camp = Follow-Up Calls. Each Agent that attends Boot Camp will receive 3 follow-up 30-minute coaching calls to monitor progress, review and to answer questions to keep the attendee on track. The agents have loved this, and it’s keeping them in the mind-set of the camp until their activities are formed into habits. Should agents move to one-on-one coaching, these 30-minute calls are added to their scope of services for even more benefit!