

# 5THINGS

GREAT RECRUITING MANAGERS DO

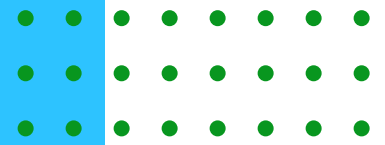


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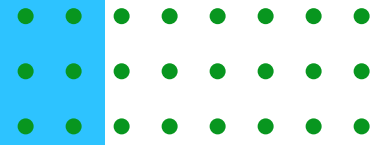
PROSPECT BOOMERANG

# 5 THINGS GREAT RECRUITING MANAGERS DO



So many times managers believe that they are either good at recruiting or not. Even worse they believe that if they are not they can “get by” without having to recruit. Both are not true. Especially in the new normal of real estate. Below are 5 things to come to terms with and to practice that will make any manager better at recruiting! The best part, you do not need to do them all. Just digging in on one of these will help you hire more quality agents. However, when practiced and used together the effect will compound.

## 5 GET COMFORTABLE HANDLING OBJECTIONS



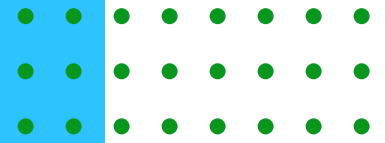
Good recruiters know that before a talented agent will join their team they are going to ask smart questions. Questions that help them decide if that brokerage will truly be a good fit for them or not. Smart agents will ask questions that go deeper than commission split and who pays for yard signs! Pre-framing, framing, and reframing the questions will make all the difference in the world when smart agents ask good questions. Often how a manager answers them is just as important as what they say. Agents want to trust the answer so what better way to relay that you can be trusted than to be prepared to answer the tough questions!

"AN OBJECTION IS NOT A REJECTION; IT IS SIMPLY A REQUEST FOR MORE INFORMATION."

BO BENNETT



# 4 THERE IS NO EXCUSE FOR HAVING EXCUSES



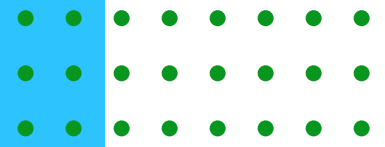
"I ATTRIBUTE MY SUCCESSES TO THIS: I NEVER GAVE OR TOOK ANY EXCUSES."

**FLORENCE NIGHTINGALE**

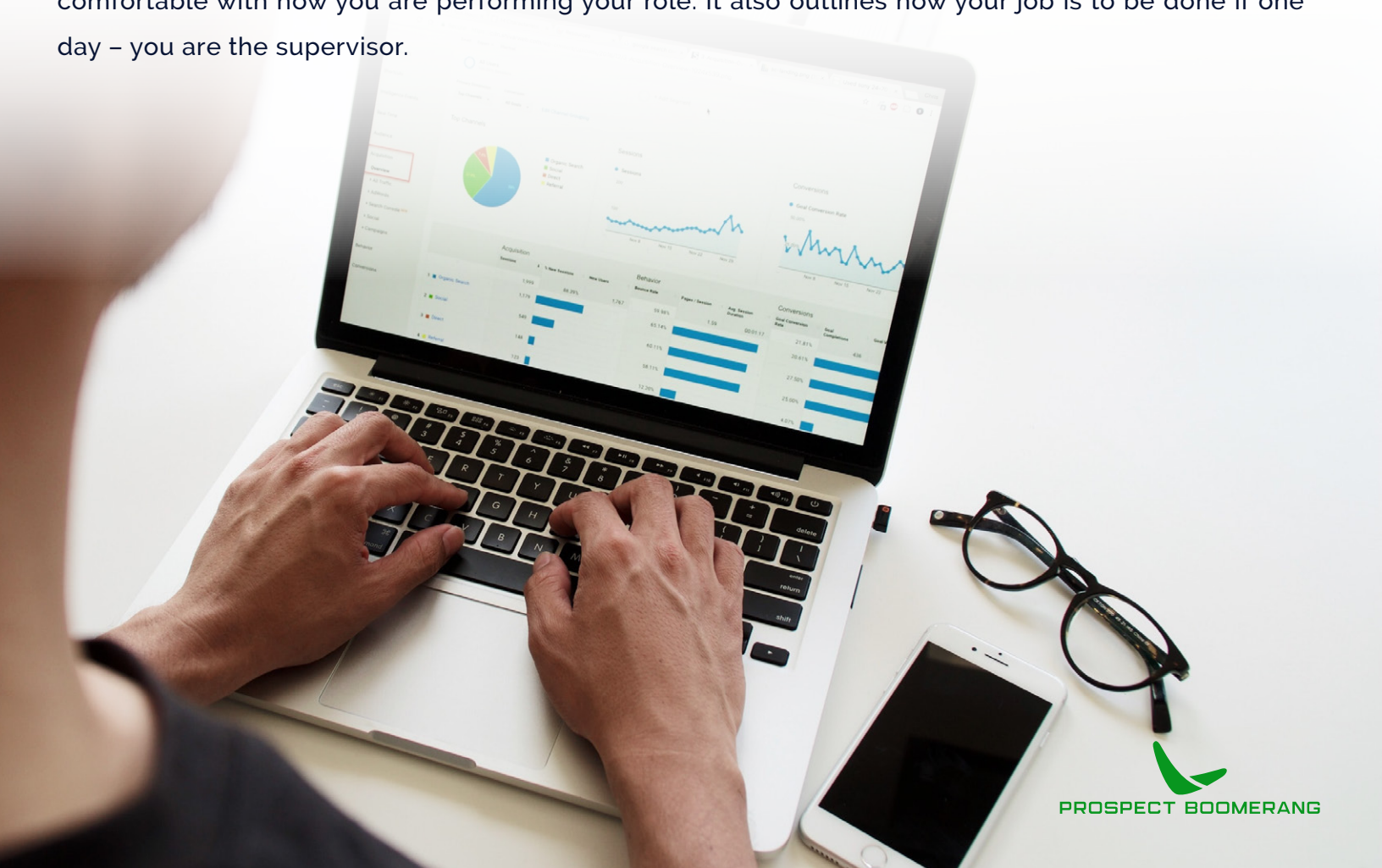


When you define a good recruiting manager part of that description would certainly include persistence. How does a recruiting manager maintain an attitude of perseverance when it seems everything is stacked against them, it's simple really. Failure is not an option. If you buy into the premise that perseverance is the hallmark to succeeding then there is no place for excuses. More importantly, there is no need for them. Managers that have succumbed to the thought of failure or the absence of hope to achieve their goal need a reason to explain why they did not succeed. Managers that see only the opportunity for success have no need to explain failure because it is not the end of the journey. A truly great recruiting manager knows that their job is a marathon not a sprint. In that, there is a finish line but its long after the real adversity and difficulty starts. Those things are just part of the journey. They know they're supposed to be successful so it's not a matter of if but when.

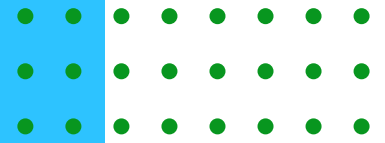
# 3 TRACK AND COMMUNICATE YOUR PROGRESS



Often recruiting managers feel insecure about their job. Why? Because they believe that their bosses only see the results not the efforts. That may be the case with inexperienced or poorly trained bosses, supervisors, and company executives. However, professional executives understand the difference between lead and lag measures and ultimately the difficulties of recruiting. Lead measuring would come into play when the supervisor is coaching and training the recruiting manager in the activities that should be performed to get the desired results and then coaching them through performing those activities to ensure they become habit. Then they can report on both activities and results. Bosses, supervisors, and executives that do not engage in the oversight of the recruiting managers fall into a scenario of having to explain a situation that they know little or nothing about when it comes time for them to report because they are not engaged. So, they only look at the results. That is where blame comes into the picture. This type of reporting is best described as lag measuring. So how does a great recruiting manager handle this situation when they cannot control the actions of their supervisor? Simple, just/report your activities and results to them as if you were being coached by them. Do it in writing so that they can pass it along if needed. Ask them frequently if they are receiving the information that they need to understand and communicate your efforts to anyone else. This allows you to proactively explain your efforts and ask for feedback in a way that will help you feel more comfortable with how you are performing your role. It also outlines how your job is to be done if one day – you are the supervisor.



## 2 EMBRACE THE BENEFIT OF REJECTION



There are many studies that say people fear speaking in public more than anything, including death. Well, that study apparently excluded asking people to cold call strangers for business. There is a very real hesitancy in connecting with people and talking about doing business together and it's based on the fear of rejection. When talking to new agents about jump starting their business I always tell them the feeling you get when you hear someone yell "NO" and hanging up on you feels almost as bad as missing a \$25,000 commission from that sale of a neighbour's house because they said "I did not know you were in real estate"....SERIOUSLY!! Although the money is important here is the real pain in that situation. Ever transaction has a tremendous amount of learning embedded into it if you have your mind open to it. So if you think connecting with people you know is scary think about this, all of the transactions that you miss because you did not ask for the chance to help you are losing cash and education. Education that helps you better service the customers you do get. You are losing the chance to be a better agent for the next person you work with and that type of education truly compounds. Being afraid to beg your friends for business I understand, not offering your friends value before they need you so that when they time comes you are the only choice I do not understand. Life is about the asking not living in the fear of rejection. All of this applies even more if you are a recruiting manager. Deliver value long before an agent ever thinks about moving and when the time comes you are the only trusted choice.

" A BOO IS A LOT LOUDER THAN A CHEER. IF YOU HAVE 10 PEOPLE CHEERING AND ONE PERSON BOOING, ALL YOU HEAR IS THE BOOING "

LANCE ARMSTRONG



# 1 DON'T OVERCOMPLICATE IT!



Very often the reason most managers do not get off the ground from a recruiting stand point is because they focus on how they are going to do it instead of doing it. Let me be clear, there are efficiencies that MUST be learned and processes that must be used to be effective. Period. That does not mean fall victim to paralysis by analysis. The acronym KISS is very important here. Take one step get good at it and take the next step. Notice I did not say perfect it. I did not even say become an expert at it. Here is why, if you invest a lot into a system before you start using it you are much less like to allow that system to be altered later. You will not see the faults in it as you move forward. Even if you do there is an issue with how much time it takes to update something that already took a lot of time to get in place. Next, you will become accustomed to it in a way that does not allow you to look at other options (that could very well be better) with an open mind. In other words, if you become too focused on developing the perfect system, you can distract yourself from actually getting started and doing the work. Take those first steps and review and refine. This is truly where a coach that is experienced in this field comes into play. They will help you stay accountable to the process and it's results instead of being accountable to the exploration of options.

**IN THE END IT BOILS DOWN TO HAVING A SYSTEM YOU CAN TRUST AND THEN BECOMING AN EXPERT AT THAT SYSTEM WHILE YOU ARE GROWING AND LEARNING. YOU MUST BE MORE FOCUSED ON PROGRESS THAN PERFECTION.**

