

Adding Sales Strategies To Your Recruiting Presentations

By Carla Cross

Managers of real estate offices: all of your sales agents are actual customers who must be "sold." Therefore, you should organize your recruiting presentations along the same lines of a listing presentation. This will provide more solid, consistent results.



Carla Cross is a multi-million-dollar salesperson, profit-record producing manager, and a 1991 National Realtor Educator. She combines her background as a classical/jazz pianist with her multiple successes in real estate to inform, entertain, and teach salespeople, managers and trainers. Her innovative new product, "The Recruiter," shows managers exactly how to win in the recruiting wars of the '90s.

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Recruiting is the "name of the game" on the real estate playing field of this decade. A recent national survey showed that recruiting was a manager's number one concern. Coupled with that concern, The National Association of Realtors, in its 1992 Horizons report, noted that fewer people will be going into — and staying in — real estate during the '90s. So, more managers, therefore, are going to be competing for fewer agents.

Developing effective recruiting strategies is the key to competing in these recruiting "wars." However, making lots of recruiting contacts is just a part of the recruiting process. Your presentation skills — your ability to sell that potential recruit on you and your office — will make all those contacts pay off.

FOUR PRINCIPLES

Great recruiting presentations are built around four sales principles:

1.) The presentation is carefully planned, organized, and rehearsed; the skilled sales "closers" who deliver these effective presentations are *always* prepared.

2.) The presentation is built around what the "customer" (the desired agent) wants.

3.) The manager's services are carefully differentiated from all the other competitors' services during

the presentation.

4.) These services are presented as specific benefits that the particular manager can offer the agent.

Effective listing agents use the same principles, so take a lead from your best listing agents. They use these principles to organize and give an effective marketing presentation to a particular seller.

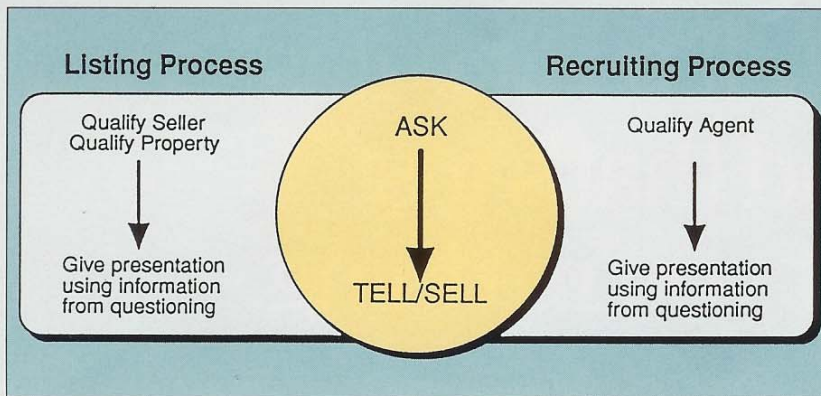
First, an agent plans the presentation. He organizes his presentation based on the answers to the qualifying questions he has asked the seller earlier. Then, in the presentation, the agent carefully differentiates the services he will provide from his competition. Finally, he focuses on the services he specifically can provide to a particular seller and this skilled agent presents all these services as benefits.

Effective agents know that, to close a seller, they *must* sell the seller on themselves, personally ... not just on the company. Here's how most accomplish this desired result.

1.) Be sure recruits will buy what you're selling.

A common mistake that managers make when they're designing their recruiting presentation is to include all the features of the company that the *manager* thinks are valuable. Instead, you should design a presenta-

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tion that delivers “what the recruit wants.” Follow these four steps to design an effective presentation:

- a.) Determine the services that your prospective recruit values.
- b.) Ascertain what you have to offer that matches the recruit’s desires (your strengths, differentiations, and the like).
- c.) Learn what your competition for this recruit is offering that you can’t compete with now.
- d.) Determine what you do need to create, change, or take out of your presentation to be more effective.

2.) Let others help you make your presentation appealing and attractive.

The agents in your office, as well as agents you *didn’t* hire, are your best resources for testing presentation material. Create a survey that reveals what agents are looking for today. To get responses, explain that you’re working on refining the services you already provide, and are considering adding new ones.

While gathering all this information, ask the agents in your company what attracted them to your company in the first place. Ask those you *didn’t* hire what they found attractive at the firm

that they did join. Not only will you get some surprising answers, you’ll find that some of the strategies you use to retain people aren’t valued by them — and some strategies that you were ready to take out of your plan are perceived as quite valuable.

3.) Take all information to heart.

Realistically assess all your strengths, as well as areas where you need to improve. Let’s say you find out that the savvy, productive agents you want to hire are looking for a manager to serve as a “business consultant,” helping them to create new ways to find business. Do you need to get more education to be able to provide that consultation expertise?

It’s difficult for us to objectively evaluate ourselves — and to make changes in our personal programs. However, constructive evaluation is one of the most cost-effective tools available to us managers, for it gives us an opportunity to plan, to move in the right direction, to hire and retain salespeople — without spending dollars defensively — when agents are either refusing to join us or are leaving us.

4.) Develop your “theme.”

Your best agents know that sellers are looking for a specific reason to choose a special, particular agent. So, the agent develops a theme, a “core value” that he provides to sellers. The sales-savvy agent states this theme at the beginning of his presentation, and carries it through in each segment of his presentation.

To be sure sellers remember the reason to choose the agent, the agent re-states the theme all the way to the close. For some agents, it’s their high success record, and for others it might be their attention to detail. In other words, an effective presentation is contoured or constructed just like a piece of popular music: You hear the theme at the beginning, in the middle and at the end.

What’s most memorable about you and your company? *That’s* your theme.

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Check your “theme” against the four steps above that we used to create the presentation. Is the theme valued by your desired agents? Is it differentiated from your competition? Is it developed sufficiently to provide a strong close?

5.) Use your themes to help you compete.

As a branch manager of a large company, I found my biggest competition for talented recruits came from our other branches in the same neighborhood. Because these branches were larger, older, and better known than mine, I had to scramble to develop “manager-differentiators” in order to recruit effectively. My theme: My strength as both a trainer and business consultant.

In my presentation, therefore, I demonstrated how I could help new or experienced agents create and perpetuate dynamic, productive careers. This “theme” approach will help you build a competitive presentation, whether you’re in a one-office boutique or an office with 100 people. Remember, prospective agents are *looking* for a reason to choose you.

6.) Put your visuals “where your mouth is.”

It’s maddening when you think you did a terrific job presenting your recruiting story to an agent — and then find out he joined a competitor. Being a thorough, concerned recruiter, you call the agent to ask why he joined XYZ company. The agent tells you that the competitor has a training program.

You *know* you told that agent that you had a training program ... so why didn’t the agent remember the points you covered? It’s not because you didn’t say it. It’s because we humans remember little of what we hear. According to studies, we listeners can retain only 10% of what we heard three days after hearing it. However, when we *hear* and *see* the information, we remember 83% — even after three days!!!

So, make your presentation memo-

orable. Organize it in a professionally designed portfolio, using visuals to show your theme. Our desired recruits want to “*see it to believe it*” — and to remember it.

BOTTOM LINE

With a well-organized, researched,

visual recruiting presentation, you’ll “close” more of the recruits you really want. You’ll save time, because your valuable materials are all well organized — in one place. Your confidence in your presentation skills will be high, and — bottom line — you’ll make more money.