Your Training Calendar: How Effective is It?

I	Productivity Modules vs. Support (technical) Modules
1.	Number of sales skill (productivity) modules _____ Comments: These are the sub-titles of listing and sales skills (objections, presentations, etc.)
2.	Number of support (technical knowledge) modules _____ Comments: You should also have these videoed and available to your agents so they get the technical help they need when they need it
3.	Ratio of sales skill modules to support (technical) modules) _____ Comments: You should have ¾ of your training models focused directly on productivity enhancement (listing skills/selling skills)
4.	What does the sales skill to support modules ratio say about what the office thinks important?
5.	Which group of courses drives productivity?
6.	What is the intention of the calendar? How do you use your training calendar? Who creates it?

II   Modules Designed to Meet the Needs of Agent Segments

1. Modules for new agents:	How many?
	Series named?
2. Modules for 'growth' agents:	How many?
	Series named?
3. Modules for mature and mega agents:	How many?
	Series named?

Put your agents into one of the 3 categories above. Where will you put the non-producers or 'decliners'? Why offer training to them? Figure out whether you have a 'decliner' (not interested in working to your production standards) or a person who, with training and coaching, can reach and exceed your production standards (minimums).

Who does the calendar seem to be designed for? Which career development segment(s) does is address? (new, growth, maturity)

Who would be attracted to it?

Who might it ignore?

What is/are the major productivity issue(s) addressed?

What seems to be the 'need' for improvement in the market center?

III   Effectiveness of the Training

1.	Is there a series (one course segmented) on one productivity process so people can learn in spaced repetition, build on foundation, get skills faster, retain better? (Telephone techniques, listing, sales, etc.)
2.	Is there accountability to:

Get into the module (action plan assignments)

Stay in the series (action plan assignments)

Graduate from the series (action plan assignments)

If you have no accountability, you will not see 'movement' in your agents' skill levels and production.

3.	Is there a logical progression or reason for what's scheduled? Your training needs should be reflected as the needs on your profit and loss statement (Examples: rationof listings taken to listings sold/ ratio of sales to listings, etc.)

IV   Promotional Value

1.	How is the calendar positioned for promotional value?	
2.	How could it be improved?	

3.	Are the series named effectively to attract specific agent segments: Name your module so it is described correctly. Use sub-titles. Avoid generic or unclear titles (like Listing) Provide a benefit in the title or sub-title (Example: How to Answer Any Objection to Increase your Listings)	
4.	How could the module and series names be improved?	

V. Needs of Your Company

	What is your profit and loss statement telling you that you need to train to? Can it be trained to?
	Have you done a survey of your team members to see what they want?
	Does your calendar reflect the culture of your company, your objectives, and your business plan?

VI   Overall Evaluation and Suggestions for Improvement:

1. How do you think this calendar was created?

Why have a training calendar? It

- Serves as a visual reminder of your training plan, a part of your business plan
- Serves as a recruiting tool
- Serves as a planner for your agents
- Gives you an opportunity to work with your agent leadership group in creating training with a purpose

This analytical tool provided by Carla Cross, Carla Cross Seminars, Inc. and Cross Institute.

Additional resources for trainers:

How to Write a Course with Substance, Sizzle, and 'Sell'
The Ultimate Real Estate Trainer's Guide
Knock Their Socks Off! Skills to Make Your Best Presentation Ever