

Managers: Systems to Run Your Office Right

How many of these processes and systems do you have in place?

See systems at www.carlacross.com

Recruiting

- Recruiting plan/contact management
- Training school information/pre-license/Hit the Ground Running (pre-license sales)
- First visit/second visit package/recruiting
- Manager's presentation book/recruiting
- Letters/testimonials/referrals/recognition book
- Mission, values, marketing book in reception area/training room
- Agent recruiter/ task force materials

See *The Complete New Recruiter* for recruiting systems and packaging

See *Your Blueprint for Selecting Winners* for selecting packages and systems

See *Recruiting Objection-Busters*

See *Beyond the Basics of Business Planning* for mission/vision/values

Selection/quick start

- Interview questions/selection process
- Follow-up system after interviews
- Orientation package/new to office/operations book and processes
- New agent start-up plan
- Experienced agent start-up plan

See *The Complete Recruiter*, *Your Blueprint for Selecting Winners*, *Operations and Orientation Manual*, *On Track to Success in 30 Days*, *Managers: Putting On Track to Success to Work*, *Coaches Corner and Up and Running in Real Estate*

Training for Higher Productivity

- Training calendar (for at least one quarter, preferably 1 year) with series and assignments
- Training manuals with instructor guides/instructor training program
- Train the Trainer systems/process

See *The Real Ultimate Estate Trainer's Guide*, *Up and Running in Real Estate and Coaches' Corner*

Coaching/Consulting

- Systems for staff, new, experienced agents
- System and standards for termination

See *Coaches' Corner and Up and Running in Real Estate*

Recognition for Higher Productivity/Retention

- Recognition program/system
- Office meetings/agenda
- Newsletters/mailings/voicemails

See *Beyond the Basics of Business Planning*

