# NOTES

FROM

# Agent Soccer MASTERMINDS

WITH **SHON KOKOSZKA**

## TOPICS

### 1.   MANAGING VOLUME/CHAOS

- Managing tasks and allocating specific tasks to team members (email and phone call examples)

- Implementing systems big enough to grow over time (scalable)

- Systems accountability and getting team member buy-in on them

- Define roles/responsibilities

- Time blocking to focus on most important thing, top 20 percent. Plusing it: VA screening email for team member and working it down to a small number. Forwarding cell phone during appointments … using Google Voice/circle so all team members see texts so they can respond.

- Google Drive for systems management: Google Forms

- Who's the Who?

- Book: *The 4 Disciplines of Execution* … WIG (Wildly Important Goal): tangible goals set by team members with a deadline. Keep a scoreboard for everyone to see it (keeps everyone focused on the WIG instead of getting pulled off track into chaos)

- Implement MREA systems: 1-3-5 (Goal, Priorities, Strategies) for every team member. Ask the Focusing Question. Add by who and when.

- Long-term visioning: What will your company look like in 10 years? Work it back to today with annual and monthly benchmarks. Take your 1-year target and put into your GPS and 4-1-1. (by who and by when creates the 4-1-1)

- Work on your plan for next year starting in June so you have plenty of time to complete and implement.

- Get your team into The ONE Thing training: they will support your top 20 percent.

- Who, not you! Three key hires.

- Hand off key areas of responsibility until EA is hired.

- Hand off controls for decisions to be made at the lowest level possible.

- Develop standards for systems and team and accountability to the standards

- Inspect what you expect.

- Cast the vision and get out of your team members' way.

- Only bring a problem/complain with a solution.
- Cannot give your job back!
- Book: *Getting Things Done* by David Allen
- Awareness to time block in the future for perceived "fires" today.
- Set and manage expectations.
- Change vocabulary from chaos to opportunities to perform.
- Daily recap report (from admin): everything accomplished, issues and issues solved, prioritization tomorrow and beyond.
- Specific checklists for every category of activity (for inside your team and clients); have VA draw up.
- Offer submission sheet (encapsulates the top things every offer has to have).
- Online systems management: Asana (like Top Producer) to assign tasks to team members.
- Sometimes chaos is your view and is only there when you are.
- Changing your mindset to something is always going to go wrong and be happy when it doesn't.
- 4D approach: Ditch (can I ditch it?), Delegate (who can do this for me or my partner?), Do it later (time block it for later), Do it now

## 2.   COMP MODELS

- Start with "want" for your team members and work into "why" … dream board.
- Connect daily tasks with team members' dream board … are those tasks getting them closer to their dreams or further away?
- Look at scalability when building compensation, or you will be faced with a "take-back" later when you are paying too much because the business has grown beyond your original thoughts.
- Goal when hiring and setting this up is for them to replace you. Work the comp plan to replace you and act like an owner.
- Nine ways to compensate:

1. Commission
2. Base
3. Base + commission
4. Base + commission + bonus (agents)

5. Salary

- Profit Sharing – Page 209 of The Millionaire Real Estate Agent for Gary's example. Gives you a $100K cushion before you start paying Profit Share.

6. Profit interest (proven talent). All the benefits of being an owner, with no equity. Ex: anything over X, you get %. Establish benchmarks for their time in vesting.

7. Perks – Car, helping them buy a house, etc.

8. Stock

9. Set aside money

- Get local legal help on W-2/1099, employment contract, etc.

- First 100 days, test their mettle! No romance—if they aren't cutting it, get out of business with them.

- Don't assume you know what they want or what it will take to get them. Ask and use Life Story (Recruit-Select) during which they will tell you what they earned and learned.

- Track what performance has been over the past twelve months for current team members (average) and set a higher bar for compensation going forward.

- Agent pays ISA 25 percent referral when they get the lead/appointment.

- Sliding scale: For ISA, start $2,000 plus commission on gross (on what BA would have made) for first 3 months. Next 6 months, smaller base, higher commission (10 percent). Next step, $1,650 plus higher percentage. And, finally, $1,500 plus higher percentage.

- SA: 5 percent (each) for inspection, walk-through, and closing for a total of 15 percent. 25 percent of overall profit on buy side if 20 percent increase over one year. Additional bonus: MAPS Coaching and buyer side on expansion locations where involved. Came from continually asking what team members want.

MAPS Business Training: Compensation for each in each category of the business (listings, buyers, rentals). Separate out your profit and loss into each side of the business.
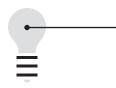
**LEAD GENERATION SYSTEM: NON-REAL ESTATE BUSINESS MODEL**

- BOLD Business (presented in tandem in each city). June 8, 2015 (Orlando, Des Moines, Boise, Dallas, Houston: north and south, and San Antonio). August and October, next rollouts.

- Sales Performance (non-real estate business professionals) – 6 weeks. $799, min. of 40 each class.

- Career (for team admins) – 4 weeks, half-day sessions. $399.

- A way to leverage your lead generation; invite your entire database and they experience value and give you the credit. Deepens your relationship through mutual understanding and building their business and life.

**3.      LEAD FOLLOW-UP SYSTEM**

- Different types of communication: text, email, FB, pokes.

- Nurture report to track weekly.

- Internet rubbish bin: instead, create a magnet with a funnel to capture them.

- Marketing Acceleration Platform: lead capture. Click here for your report on the five deadliest mistakes buyers make. Click on the link and you can see that they opened it. This is a premium. What can you give them that will cause them to click on it? From this, it starts a host of emails (Infusionsoft and Salesforce use this). The more things they click on, the hotter prospect they are and you get an email about it.

- CRMs: There is no perfect system, so pick the one that works best, use it, and fill in any gaps. Use eEdge Team Leads when it's fully available. Also vital because your database is your bank vault.

- Suggestion: Contactually for database prospecting. Pulls in social media and email conversations, along with personalizing to each contact.

- Partner with your lender to follow up with long buyer leads; they are calling on behalf of you and give you a big endorsement first. Systematic and consistent and then they hand them back to you when ready, so you don't miss when they become ready (which might be ahead of when they told you) … use Shon's script: I want to congratulate you on your decision to work with Shon K. He is by far the best agent I've ever seen and I've been in this business for twenty years!

**4. HIRING TALENT**

**5. RETAINING TALENT**

**6. BUILDING A BENCH—LOOK OUTSIDE OF YOUR BUSINESS TO OTHER RESOURCES.**

**7. ACCOUNTABILITY**

**8. SCALABLE SYSTEMS FOR DUPLICATION—FRUSTRATION IN YOUR BUSINESS, CREATE THE SYSTEM TO ALLEVIATE IT.**