

*Put It All Together***Partner Exercise****Recruiting by the Book**

1. Find a peer partner.
2. With your partner, role-play a recruiting appointment using *The Millionaire Real Estate Agent* and the consulting questions provided below.

Time: 30 minutes

Sample consulting questions for your recruits:

1) Leads—until you have enough to hit your goals, everything else is a distraction.

Questions:

Where do your leads come from in your business presently?

Where has your business come from in the past?

What Lead Generating activity do you currently use?

What is your system for capturing and converting the leads you receive?

Are you receiving enough leads to reach your goals?

2) Listings—they take less of your time and provide more opportunities to market your business.

Questions:

What percentage of your business is listings?

What is the main source of your listings (specific neighborhood, referrals, etc.)?

Do you have a system in place to ensure exemplary customer service for your listings?

3) Leverage—when you're doing all you can, get help.

Questions:

Tell me about your team.

Do you have assistants? If so, what are their specific roles?

Do they have job descriptions? What tasks take up the majority of their time?

*Put It All Together***Exercise (cont.)**

Are they operating at the maximum potential? Who is holding them accountable to do so?

If there were certain tasks that you could delegate that would make your business more enjoyable and make better use of *your* time, what would they be?

Let me show you the 192 tasks of the MREA. These can be used for determining the necessary tasks that need to be accomplished by your next hire.

4) Limiting beliefs—you cannot fail unless you quit.

Questions:

Do you have an example from your own life when you've faced your own limiting belief? How did you overcome your fear?

What goals have you set for yourself that you have concerns about your ability to achieve? What will be the ramifications if your goals are not realized?

What do you think is your greatest obstacle to achieving your goal?

5) Big Why—the great purpose, mission, or need that drives you in life.

Questions:

What big goals are most important to you? What truly motivates you?

Gary Keller says, "It's not about the money." Do you know what it is "about" for you? What is it that gets you up every morning to go to work?

What do you want to be remembered for in your life?

Is your work helping you accomplish this mission?

6) Focus—to be successful at high levels, staying focused is essential.

Questions:

Do you know which 20% of your activities will produce 80% of your results?

Do you "time block" to make sure that 20% is accomplished?

How do you keep track of your daily tasks and schedule?