

**Attention: Brokers**

I have prepared the following list of topics to spark your thinking on the critical areas of focused coaching that would be most appropriate for you, your managers, and your leadership.

If there is a topic not listed where you need help, I would be happy to customize content for you.

I have also attached bios of our leadership coaches who all have a vast array of specialties. I will select the right coach for you and most likely will recommend a variety of coaches who can best address your needs.

I will work with you personally to ensure we have developed a coaching plan that meets with your approval and is a perfect fit for your goals and initiatives.

Also, please note that we are happy to customize group coaching programs to work with your agents and then instruct your managers on how to carry the coaching content into the office for their live sessions.

As you review the topics below, please make notes for me which areas you would like to address in the next 90 days in their order of priority.

Once you have selected your topics, I will review them, select the appropriate coach, and send you the templates to create a leadership coaching binder for your team.

If you have special projects that need creation outside of the scheduled coaching time, additional project time with the coaches can be booked at the Excelleum product production rate of \$500 per hour to include my consult and involvement in the project.

	Urgent	Somewhat Urgent	Future Topic
— Train the trainer - we will teach your managers how to go from managing an office to coaching individuals and groups and assisting the agents in their business planning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Increase per agent productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Developing your ancillary services and partnerships and engaging the agents to support them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Managing production/office growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Urgent	Somewhat Urgent	Future Topic
— How to plan and conduct powerful office meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Customized marketing systems to help your agents build their reach into the local community and raise brand awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Teams:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• How to attract them			
• How to help them grow and prosper			
• How to handle the problems and issues teams create			
• Systems to work with them to create			
• Policies and procedures			
• Splits			
• Support services you may need to provide			
• Helping them become a better team leader			
— Leading and effectively managing a team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Recruiting and managing Millennials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Helping your agents become expert presenters/perfecting the listing presentation and presentation tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— P & L and expense related consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Your seasoned agent recruiting presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— New agent recruiting presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Overcoming the split objections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Conducting a SWOT analysis of your competitors and how to use this information to your advantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Mergers and Acquisitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Urgent	Somewhat Urgent	Future Topic
— Building an agent recruiting advisory team and recruiting rewards program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Your recruiting marketing system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Developing your recruiting and retention business plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Overcoming recruiting objections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Large group recruiting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Conducting new agent career nights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Small group seasoned agent recruiting mastermind sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to prospect over the phone for recruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Hiring a recruiter/duties/compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Hiring administrative staff/duties/compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Hiring a manager/assistant manager/duties and compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Conducting business planning sessions and quarterly reviews with your agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Recruiting to the DISC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Managing to the DISC - convincing agents to take it and helping them understand it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Understanding your own DISC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Retention tools and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to save an agent who wants to leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Urgent	Somewhat Urgent	Future Topic
— Preparing a seasoned recruit to have the exit conversation with their broker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Methods of prospecting for recruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• new</li> <li>• seasoned</li> <li>• teams</li> </ul>			
— Tracking and accountability for your leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Time management and time blocking for your leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to create the proper marketing blend: agent personal promotion/brand/company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to better differentiate your services and systems in a compelling fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to convert from a recruiting and retention culture to a selection and development culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Using social media/targeting online ads / other tech tools to recruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to improve the use of your company's tools for managers and agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to properly conduct company-wide surveys and show them you are listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— NLP for brokers (Neuro Linguistic Programming)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Scripts and skills for brokers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to fire graciously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Managing your space: splits/agent benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Urgent	Somewhat Urgent	Future Topic
— Creating transition packages and plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— The perfect manager's schedule and duties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Creating and running a real estate licensing school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Self-consolidation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to grow without a brick and mortar emphasis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to make your company more saleable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to select and build out new office locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to handle private office space discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to become a better leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Recruiting mail and email campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Contests to boost listings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Creating action groups to fuel production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Sales skills for managers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— How to confront without offending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— The 120 ramp up for new agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Helping part timers transition to full time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— The magic of questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Improving your sales persuasion and sales versatility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	<b>Urgent</b>	<b>Somewhat Urgent</b>	<b>Future Topic</b>
— Helping agents overcome their fear of prospecting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Conducting power prospecting sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>