

COACHING WITH THE SEVEN SUCCESS STYLES

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Sally's Story:

NAR Performance Statistics: ☐ _____ Transactions and \$ _____ gross income before expenses

Denver Agent Performance Research: 15,000 Agents, July 2010—June 2011

0 Transactions: ☐ **1 Transaction:** ☐ **4+ Transactions:** **12+ Transactions:** **25+ Transactions:**

_____ % _____ % _____ % _____ % _____ %

Some Core Concepts: ☐ **The 3 Success Disciplines:** _____

The 3 Career Phases: _____

Industry Advice on Success:

The "Success Triangle": _____

The "Seven Styles":

1. The _____ : _____

2. The _____ : _____

3. The _____ :

4. The _____ :

5. The _____ :

6. The _____ :

7. The _____ :

“DISC” Personality Types: _____ **Personalities:** Direct, decisive, confident, problem solvers, risk takers, self starters. **Biggest fear:**

_____ **Personalities:** Enthusiastic, trusting, optimistic, persuasive, talkative, impulsive, emotional **Biggest fear:** _____

_____ **Personalities:** Good listeners, team players, routines, predictable, understanding, reliable **Biggest fear:**

_____ **Personalities:** Accurate, analytical, careful, fact-finders, precise, high standards, systematic **Biggest fear:** _____

The High “D”: _____

_____ The
High "I": _____
_____ The "S
and C": _____

The Market

"Up" Market Strategies: _____
_____ "Down"
Market Strategies: _____

Coaching with the "Seven Styles":

Evaluate each Agent's personality traits based on the "DISC" profiles Provide Strategic options that match their profile Formulate a Business Plan based on that "Style" with consistent _____ activities Hold regular " _____ " meetings with each Agent to keep them on track and focused

"Hunter" Strategies

Specific written _____ goals Focused lead generation time Tracking the " _____ ":
Contacts made

Appointments set Client " _____ " Closings per Client, Buyer and Seller "Hunter"
resource: _____

"Relational" Strategies

Get into the " _____ " business! "A's, B's and C's"! " _____ "
Activities:

How can they "Establish" new relationships? How will they "Grow" the current relationships?
How will they "Maintain" relationships?

The Two " _____ " of communications

Agent Profile: Joe DiVito: _____

Expert Strategies

Identifying A Market " _____ " Market Analysis The "Ideal _____ " The
unique " _____ Proposition"

A website targeted on the niche Direct and focused marketing efforts A “Team” of affiliates

Agent Profile: Mark Wade: www.CenterCityCondos.com, _____

Hyperlocal Strategies

Builds a “_____” as the local Expert Superior Market Knowledge Masters the “Market _____” Builds relationships in the community

Lead generating Open Houses Has a “Hyperlocal” website

Agent Profile: Connie Barnes: www.ConnieBarnes.com, _____

Billboard Strategies

Massive Marketing campaigns Media advertising Web based lead generation Branded services

“If we can’t sell it, we’ll buy it!” Teams segmented by job function

Billboard Resource: _____

Coaching with the Seven Styles:

Match an Agent’s personality and strengths to their Business Strategy Develop the appropriate Business Plan with the right business activities Agent’s will be operating in a natural and authentic manner Everything they should be doing will make sense, and so will everything they shouldn’t!