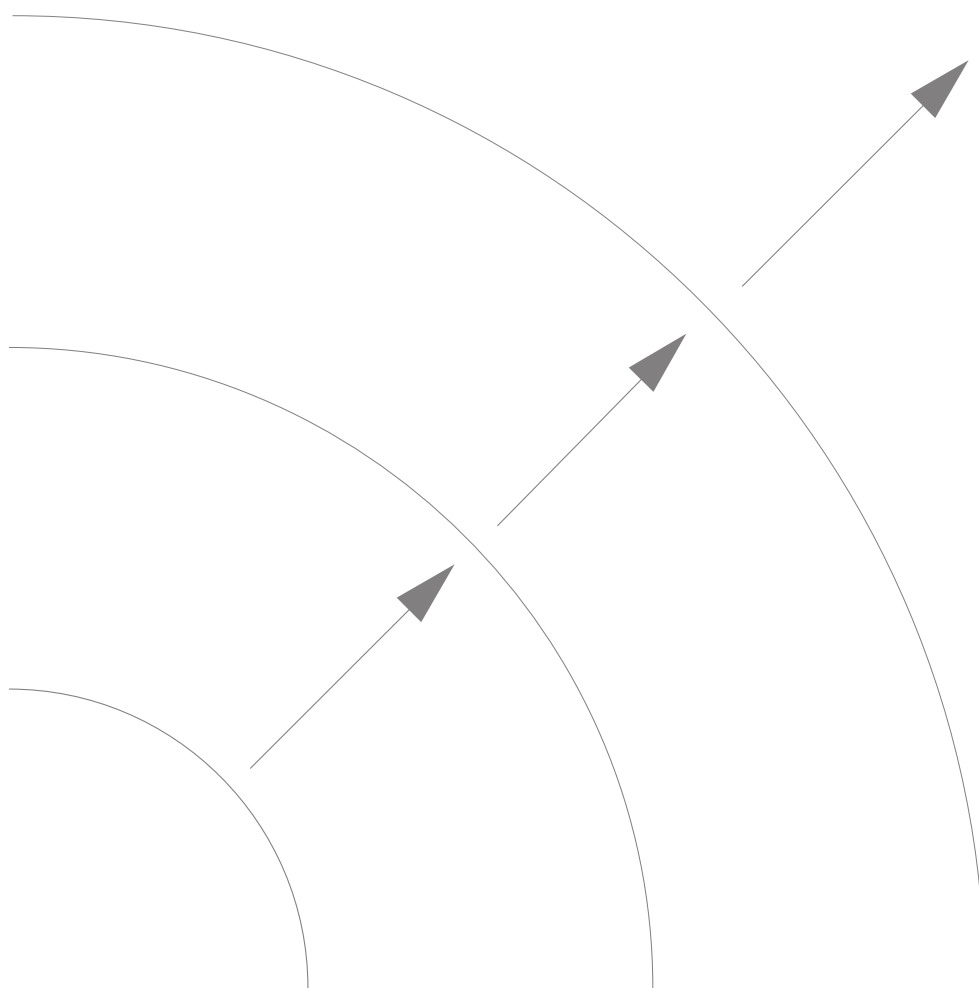


Power Through a Shift: The Six Strategies

Strategy 3: Do More With Less



Notices

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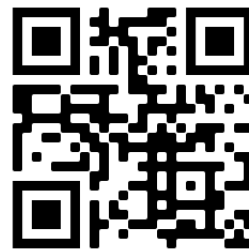
Table of Contents

- Keller Williams Resources 5
- Welcome 7**
 - SHIFT Strategies 7
- Do More With Less 7**
 - Definition of Leverage 9
 - Objectives — Do More With Less 9
- Get Real: Your Mindset Shift 11**
 - Focus on the Three Ls 11
 - Move from E to P 13
 - Six Core Competencies of a Business 15
 - The Power of Leverage 17
 - Aha’s 17
- Get Right: Your Action Shift 19**
 - Your Organization Must Shift 19
 - Your Systems Must Shift 29
 - Your Tools Must Shift 33
 - The Power of Leverage 37
 - Aha’s 37
- Success Happens 39**
 - Evaluate Your Effectiveness 39
 - Create an Action Plan 41
 - Summary 43
 - Revisit Objectives 43
 - SHIFT Strategies 45
 - Aha’s 45

NOTES

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Agent Resources



NOTES

Welcome

Welcome to Power Through a Shift: The Six Strategies. Strategy 3: Do More With Less. It is the third in this series of strategies to implement now.

SHIFT Strategies

1	2	3	4	5	6
Get Real, Get Right	Re-margin Your Business	Do More With Less	Find the Motivated	Get to the Table	Help Buyers and Sellers Adjust
Mindset and Action	Expense Management	Leverage	Lead Generation	Lead Conversion and Follow-up	Reset Expectations

Do More With Less

“*The challenge in a shift is that in order to **do more with less** you must make sure that the **less can do more.***”

SHIFT p.40

Definition of Leverage

Use (something) to **maximum advantage**, as in ...
“the business needs to leverage its key resources”

Objectives — Do More With Less



Identify the Six Core Competencies of a Business



Assess yourself and the people on your current team



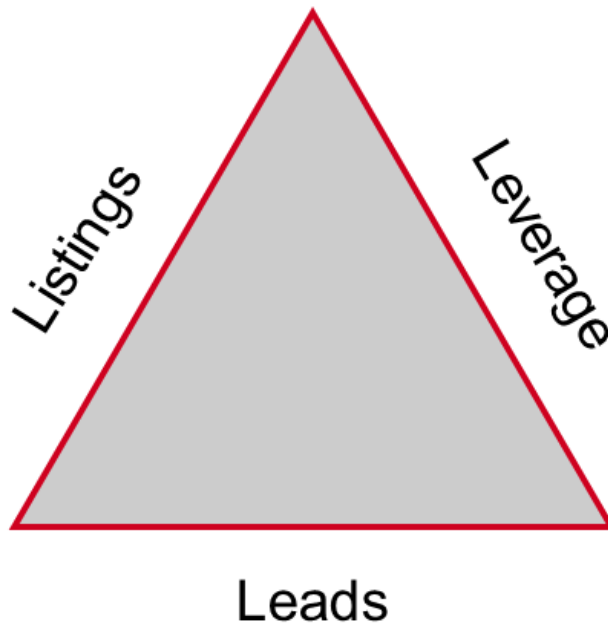
Evaluate the effectiveness of your systems and tools

Get Real: Your Mindset Shift

“ *When we are no longer able to change a situation, we are challenged to change ourselves.*

Victor Frankl, Austrian Psychiatrist

Focus on the Three Ls



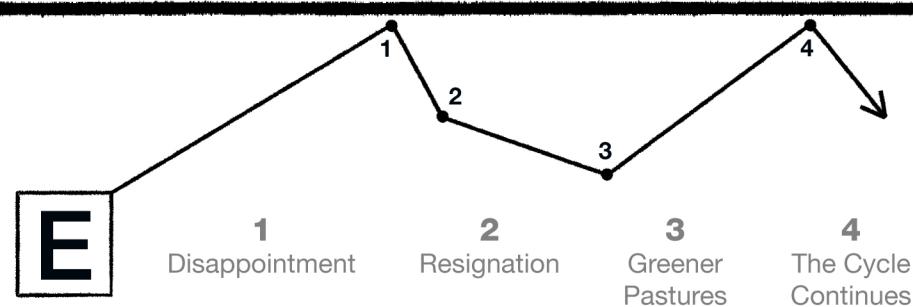
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Move from E to P

The Entrepreneurial Approach

Doing what comes naturally

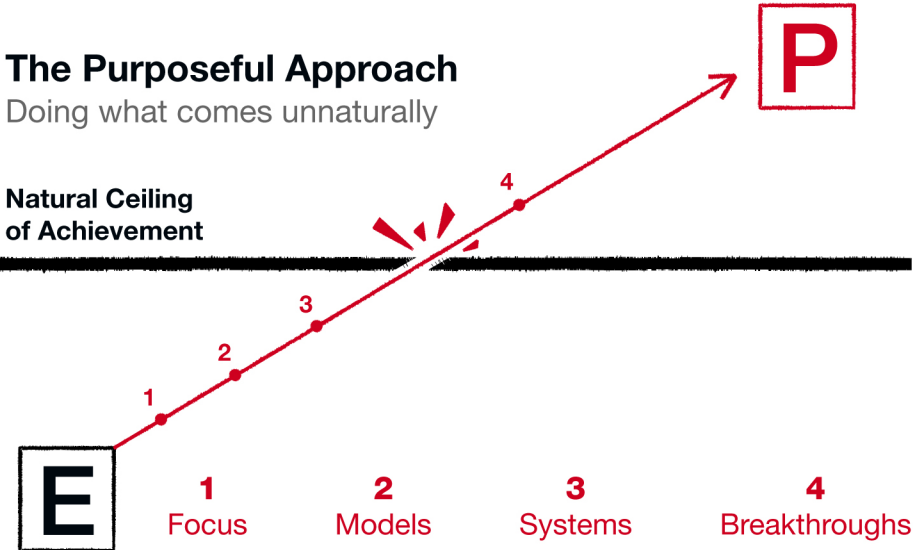
Natural Ceiling of Achievement



The Purposeful Approach

Doing what comes unnaturally

Natural Ceiling of Achievement

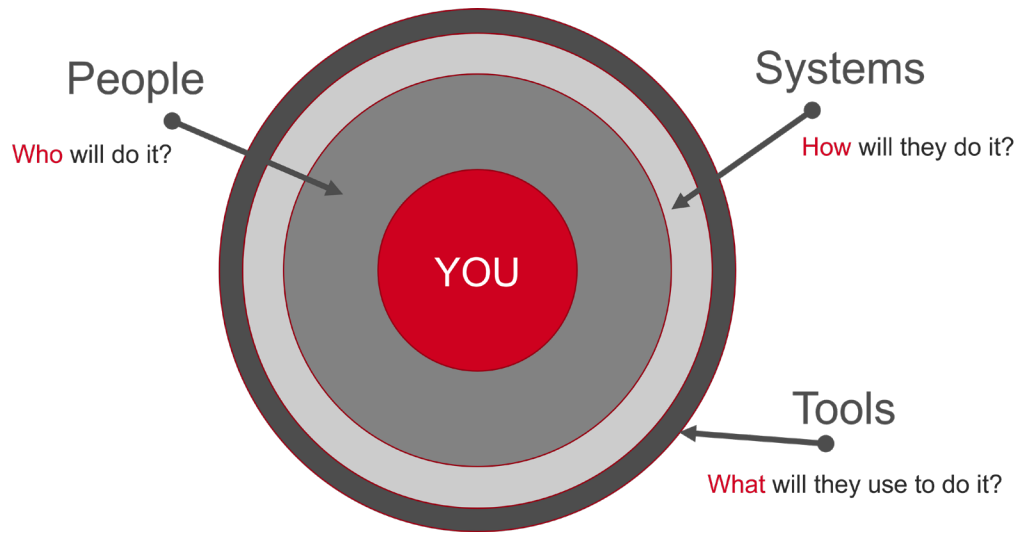


Six Core Competencies of a Business

1. Lead generate, capture, and convert to appointments.	
2. Present to buyers and sellers and get agreements.	
3. Show buyers and market sellers.	
4. Write and negotiate contracts.	
5. Coordinate the sale to closing.	
6. Manage the money.	

NOTES

The Power of Leverage



It Starts With You

- Have a clear vision for your business. _____
- Gain clarity on your personal efforts. _____
- Get the most important things done first. _____
- Be cost-effective. _____

Rate yourself on a scale from 1 to 5 on the four attributes listed.

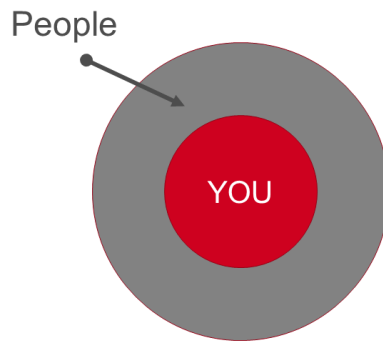


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Get Right: Your Action Shift

Now that your mindset is pointed in the right direction, it's time to get right. Let's explore what you can do today to do more with less.

Your Organization Must Shift



Get Leverage With Help From Others

Yesterday	Today
"I did it."	"We do it."
<ul style="list-style-type: none"> • You did it all. • Your vision for your business was in your head. • You didn't need job descriptions. You did it all. • You answered to you. • You were the only trainee. • You had the power of one. Without effort. • Your work environment was just about your effectiveness. It had to work for one. 	<ul style="list-style-type: none"> • The work is divided up. • You must now communicate your vision. • You now need two (or more) job descriptions. • Someone else answers to you. • You are a trainee and a trainer. • You must create the power of two (or more). This takes direct effort. • Your work environment is now about team effectiveness. It has to work for everyone.

NOTES

Change the Way You Think of Leverage

Two Types of People In Your Business

1. Those directly employed by you
2. Those indirectly employed by you

Who's on My Team?

Make a list of all the people on your team along with their roles. (We will return to the Notes later.)

<u>Name</u>	<u>Role</u>	<u>Notes</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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Gaps in Leverage

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Seven Steps to Talent Shift

Time Each Week

1. Share the vision for your business. _____
2. Ask each person if they are willing to do whatever it takes. _____
3. Realign job descriptions around the six core competencies. _____
4. Set goals, standards, and activities for each person. _____
5. Establish a training schedule. _____
6. Meet weekly to evaluate success. _____
7. Celebrate victories! _____

NOTES

Subcontractors

- Bookkeeping/accounting
- Data entry (including MLS entries)
- Database administration
- Appointment scheduling
- Printing/Mailing (pre-listing, marketing)
- Website design and maintenance
- Website listings, virtual tours, and content development
- Social media
- Print marketing (brochures, flyers, etc.)
- Courier/runner tasks
- Transaction coordination
- Contract management
- Call center/phone answering

Allied Resources

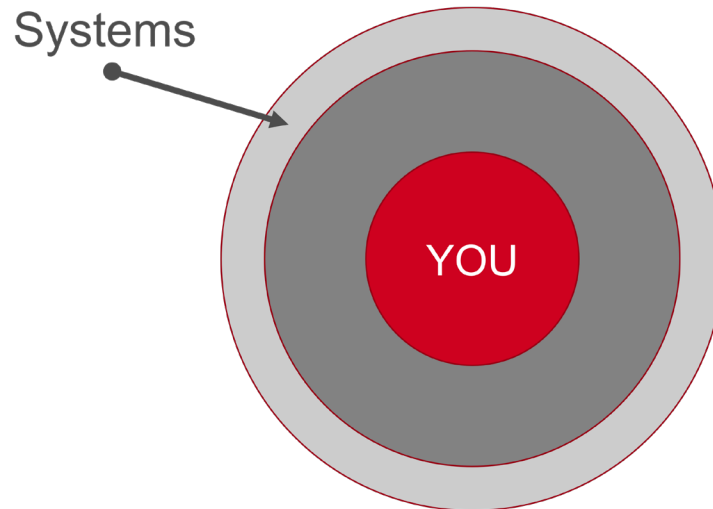
- Preferred Partners
- Talent Matters
- Communicate Expectations
- Hold to High Standards

Brainstorm with a Partner:

Who are my Allied Resources and how can I leverage them in a mutually beneficial way?

Your Systems Must Shift

It's time to reassess the systems that guide you and your team to success.



Assess and Upgrade Your Systems

What exactly needs to be accomplished to hit your minimum goals of sales and service quality without any extra effort or expense?

- Everything must be extremely purposeful.
- Everything must be streamlined.
- The goal is less red tape and fewer distractions.
- Break things down into basic components.

There's a System for That

- Servicing Sellers
- Servicing Buyers
- Lead Generation
- Lead Follow-up
- Marketing
- Social Media
- Database Management – Interaction/Touch Plans
- Office Support
- Financial Systems
- Filing Systems
- Office Communications
- Customer Service

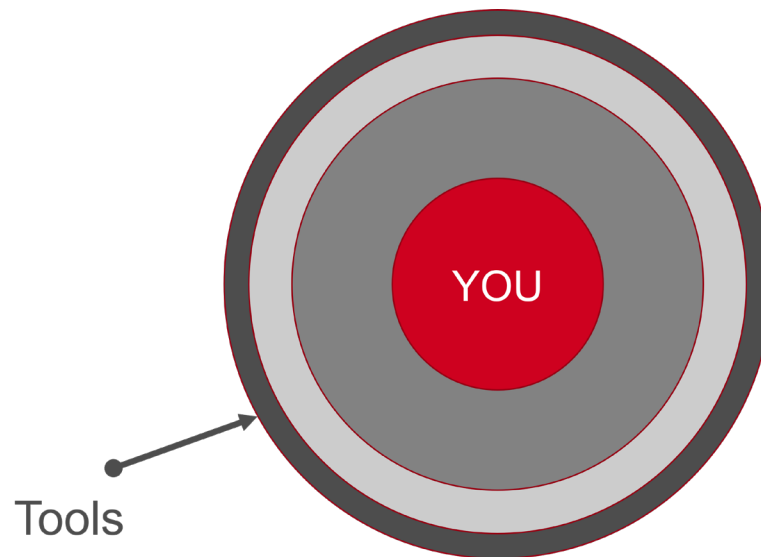
Assess Your Systems

What systems do you utilize in your business? Are they documented?

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Your Tools Must Shift

It's time to reassess the tools you are using to power your success.



There's a Tool for That



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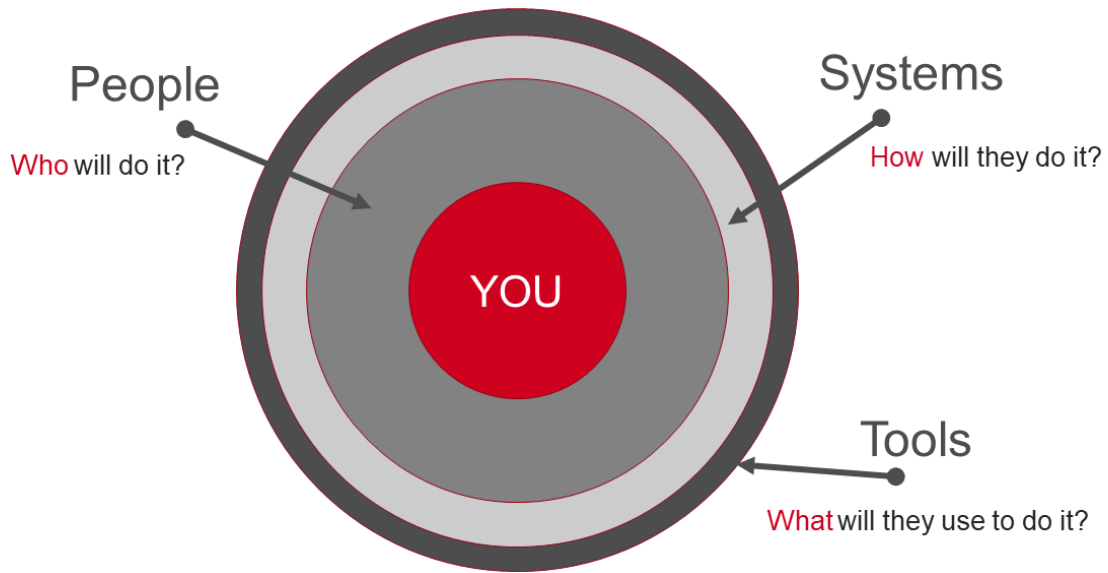
Assess Your Tools

Below, list the platforms and tech-related tools and services you currently leverage. Note whether the tool streamlines your work, automates something, or provides value to the consumer. In addition, add how much the tool costs per month or year.

Tool	Notes	Cost

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The Power of Leverage



Please take a moment to complete our course evaluation by scanning the QR code below or going to kwueval.com.



NOTES

Success Happens

When you get your mindset in line with the actions you need to take to be successful in a shift, it's simple to form a plan of action.

Evaluate Your Effectiveness

Evaluate your effectiveness in the areas below on a scale of 1 to 5 (beginner to expert):

Skill	Rating
1. I stay focused by time blocking and completing the Six Core Competencies.	
2. I know how to evaluate when it's time to add more people leverage.	
3. I know which activities are most dollar-productive and must be completed first and well.	
4. I have the right Allied Resources on my team.	
5. I communicate my expectations and standards with everyone on my team	
6. My team and I are leveraging systems and tools to increase productivity and profitability.	

NOTES

Create an Action Plan

Prioritize the skills you want to hone by looking at how you rated your effectiveness in each area. What is your plan to ensure you overcome any hurdles you face?

Skill	Priority	Plan for Success
1. I stay focused by time blocking and completing the Six Core Competencies.		
2. I know how to evaluate when it's time to add more people leverage.		
3. I know which activities are most dollar-productive and must be completed first and well.		
4. I have the right Allied Resources on my team.		
5. I communicate my expectations and standards with everyone on my team.		
6. My team and I are leveraging systems and tools to increase productivity and profitability.		

Summary

1. Learn to do more with less.
2. Focus on the six core competencies of a real estate sales business.
3. Hold everyone (including ourselves) accountable to high standards.
4. Follow a clear process for top-grading your people.
5. Assess and upgrade your systems and tools annually.

Revisit Objectives



Identify the Six Core Competencies of a business



Assess yourself and the people on your current team



Evaluate the effectiveness of your systems and tools

NOTES

SHIFT Strategies

- | | | | | | |
|----------------------------|--------------------------------|--------------------------|---------------------------|-------------------------------|---------------------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Get Real, Get Right | Re-margin Your Business | Do More With Less | Find the Motivated | Get to the Table | Help Buyers and Sellers Adjust |
| Mindset and Action | Expense Management | Leverage | Lead Generation | Lead Conversion and Follow-up | Reset Expectations |



Thank You!

