

# Helping Your Agents Choose To Be Productive

by

Rich Casto

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There is a widely believed assumption that 80% of new agents don't make it in the industry. I am not sure if that is fact, but I do believe a high percentage of agents fail.

What is the manager/broker's role in this occurrence? It seems that no matter what a broker does, its rarely the right thing.

One of my favorite theories is the "minimum standard" theory. This is where the broker has issues a production standard to the agents, such as, "Our agents are required to have a minimum of three pieces of production in the first 60 days." Yet, most managers tell me that they aren't getting a good result from this standard. They are constantly wondering why their agents are not meeting the minimum. Well, it's quite simple. The method is not inspiring.

Instead, what inspires is the leader finding out what the new agent wants to accomplish in the business and inuring that the agent is specific on what they want to accomplish.

A simple use formula is asking:

1. Where do you want to go?
2. How are you going to get there?
3. And, how soon?

Have the agent commit to the standard they have set for themselves.

Another approach is to "train them until they drop." These manager/brokers have the most comprehensive training on the planet. Agents go through extensive weeks of training, down to every little detail. But training doesn't equate with productivity. Productivity is a choice. Training merely creates the skill. Managers tell me that their agents attend all the trainings and learn the ins and outs of the business, but then don't produce.

A leader's job is to create a condition for the agent to choose to be productive. Have accountability sessions with your new agents at least twice a week as a group. Each one declares their commitments between that

session and the next. At the following session, have the agents report if they've kept their commitments or not.

Then they make new commitments that they will keep for the next session. With this approach, you have created an accountable condition. Now, they get to make a choice. When the next session nears, they have to decide to do what they said they were going to do or choose to get out of the business, because if they can't meet the commitment to themselves, they won't be able to make it in the business anyway.

Remember, training creates skill. Accountability sets the condition for production.

Rich Casto is Founder of Rich Casto & Company, The Real Estate Coaches, The Leading Management and Recruiting Solutions Experts. © 2008, Rich Casto. All rights reserved.