

Welcome to the Productivity Coaching Playbook

Special Thanks to:

Regional Leadership

- Our Chairman of Keller Williams South Africa, Johan Gouws,
- and the rest of the Regional Leadership team who contributed.

Market Centre Productivity Coaches in KWSA

- Thank you to each one of you with your input in keeping this manual up to date and relevant for the Market of the moment.
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I would also like to gratefully acknowledge the assistance of my MAPS Coach, Michelle Andersen..

"To uncover your true potential, you must first find your own limits and then you have the courage to blow past them." - Picabo Street

Thank you to everyone who was part of this journey and for making this dream a reality. It was an honour and privilege to do this with all my influencers that has taken this road of success with me. The best part about this journey was seeing how I could help people grow around me.

"Even the best players in the world play better and win more championships when they have a coach in their corner" - Jason Abraham

Coach V - Vanessa Chaplog

Where Do I Start?

Welcome to KW Jacaranda and congratulations on taking this huge and exciting step in your career and wanting a life worth living! We have designed our 10 Week program to help propel all our brand-new agents who have joined us, into production.

I hope you are very excited about your journey at Keller Williams. The purpose of this 10 Week Launch program process is to ensure that KW Jacaranda offers you the needed support and training to give you the opportunity to develop the necessary good habits and teach you how to follow the Millionaire Real Estate Agent (MREA) models that will build a solid foundation for your new career.

You will start out in the Launch Group, where you will be expected to attend our KW training in your Market Centre as expected from your PC and to be present in the Market Centre every weekday for 3 months or unless otherwise arranged. During this time, and Productivity Coach will help you to get into production and find your permanent home here as a successful agent.

You will be coached into production as part of the Launch Group for a period of 3 months, after which you will graduate and become part of the Onward Group of agents on your way to **CAP** and build a Life Worth Living.

ACTION: Book a “ Admin setup” with DFI, MCTT or as determined with MC, to setup your laptop once you have a KWSA email address. Please refer to the Graduation checklist herein to keep track of your setup and training progress.

At Keller Williams, we have a language of our own. We affectionately refer to our modified words as “Kellerisms.” This will be your new language as a Property Practitioner in KW.

What does the weekly schedule of KW Associate look like? Please consult our google calendar daily for all KW training arrangements, all outside training will be done at a later stage with you.

The online **Command** system has been designed to assist you in running your business except for loading your listings.

Google Calendar: All the google products (Google drive, Google calendar) can be accessed from your KWSA google account. Download the calendar app (Google Calendar) on your cell phone and you will always have your diary at the palm of your hand. The training calendar will also be shared with you, so you will always be informed.

Where Do I Start?

People have lived before us, success leaves clues.

There are basic models and systems in place which, if followed daily, with consistency, will yield great results. In order to achieve these results, we work according to our 10x4 goals.

Daily Success System: Each week, each day:

- 10 Conversations about Real Estate
- 10 Contacts Added
- 10 Handwritten notes/WhatsApp/SMS/E-mail
- 10 x 5 x 1 Social Media

“What is the one thing you can do, such by doing it, everything else will become easier or unnecessary?” – One Thing

Commit to Time Blocking every day from 09:00 – 12:00. Use this time to purposefully work towards achieving your daily Success system

5 Steps to Success:

Step 1: Identify your database

Step 2: Lead generation - "Have Mets" (people you have met before)

Step 3: Capture your database and add all your "Have Mets"

Step 4: Identify your Farming Area

Step 5: Be Accountable - you will also be asked to get an Accountability Partner to keep you on track

DATABASE = DATABANK

IDENTIFY YOUR DATABASE

Your database is your business. What you put in is what you will get out. Junk in = junk out. We are in the business of Lead Generation. You need to build your own database and grow this daily. ***“To operate your database model, you first need to realize that you will be generating leads from two groups of people: (1) people you have met and (2) a targeted group of people whom you haven’t met. We refer to these groups in our lead-generation database strategy as Met and Haven’t Met.” (MREA Pg. 143 – Within your farming area)***

“The Met Group are those individuals who know you, because you have met them either in person or by phone. Your goal is to launch a tighter, more directed marketing campaign to this group, in the hope of building a strong relationship and generating more business per person than from the Target Group.” (MREA Pg. 139).

ACTION: Start with your phone, go through all your contacts, and identify who the people are that you would classify as Have Met's and would call to ask for a referral. This is the 1st step in building your database.

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“You simply need to pick the results you want and match the effort those results require.”

- Gary Keller and Jay Papasan (Shift)

“Live at the top of the funnel!”

- Gary Keller

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BUSINESS IS A CONTACT SPORT

LEAD GENERATION - METS

“To succeed as a real estate professional, you must learn to generate client leads. It’s that simple. Until you have enough leads (to meet or exceed your goals), there is no next step. “(MREA Pg. 40)

Lead generation: Focusing on generating new leads for your business by keeping in contact with your clients in a consistent manner, will convert your database into a databank. At Keller Williams our systems and models are designed to make this process of generating leads easier by staying constantly in contact with your database. **Consistency is key!**

ACTION: Now that you have identified your Have Met's start by calling them to ask them for referrals. Everyone you know or should know you are in Real Estate. The idea is for them to think of you first whenever they have a real estate need or come across someone else, they know who does.

At Keller Williams we have a script for that! These are designed to help you learn to know what to say in any situation. Memorize your scripts and practice them daily, until they become a dialogue. On Google Drive there is an entire script catalogue to guide you through different scenarios to help your lead generation. (Search for “MREA Scripts Catalogue Lead Generation” on Google Drive).

Step 2

Script

For now, you can use the script below to call your Have Mets.

Hello _____ (insert client's name), this is _____ (insert your name)! How are you doing?

I'd like to share the exciting news that I have become a real estate agent with Keller Williams Jacaranda.

And I'd like to ask, who might you know from work, your neighbourhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate?

I now have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favour, please. If you do hear of someone with a real estate need, will you keep me in mind?

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

ACTION: *Use the scripts in your intern manual to assist you with calling your clients. You can also send a WhatsApp to your Have Met database to notify them*

ACTION: *that you are in real estate. You can also use this text message to get email addresses. To get started you can also contact your database by sending all your Have Met's a text message to let them know that you are now in the business of Lead Generation AKA Real Estate.*

Step 2

WhatsApp Script

E.g., “Dear Friends and Family. I’d like to share the exciting news that I have become a Property Practitioner at KW. With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business. Please share this message and do not hesitate to call me for all your professional property needs.”

The next thing I want you to do is begin to time block for Lead generating & doing your daily Success System. The second step in making your business success happen is focusing on making sure the key things get done. Time blocking will help you with this. Think of it this way: If everyone has the same amount of time, then success at a high level isn’t about how much time you have, but rather how you use that time. Through time blocking, you make sure that the “have to” gets done before the “to do.” (MREA Pg. 294)

“High achievers are sensible enough to prioritize activities according to their ability to make the business grow and then time block their calendars to ensure they have time to do them. They look first to take care of lead generation with a focus on seller listings. Only when these important items get done, and done well, do they turn their focus to other, less important activities. It is the difference between business and busyness. It is the difference between productivity and activity. It is the difference between the Millionaire Real Estate Agent and everyone else.” (MREA Pg. 295)

Consistency is key. Form a habit of Time Blocking daily between 09:00 and 11:00.

Protect your space and concentrate on our most important task called Lead Generation. Please respect your peers when they Lead Gen/ time block and do not call them or interrupt them in this time.

Step 3

Capture your Database - Have Mets

ACTION: Capture all your Have Mets into your Command database. Make sure you group them from the start. Try and keep the groups small(tags)!. You want to be able to market to small groups(tags). E.g., Group - owners in a street together, group - buyers in the same price range together.

Now that all your clients have been captured you can start keeping constant contact with them. Do this by linking them to Smart Plans. Watch the YouTube videos from Marty Miller's

We advocate three general approaches when marketing and prospecting to your two main audiences, Met's and Haven't Met's when you market yourself to your audience, it needs to be systematized so that your audience is "touched" numerous times in a consistent fashion. The first of many methods/ campaigns we recommend achieving this would be the Birthday campaign, the 3-a-day campaign and the Special Days Campaigns. There is also a 12 Direct Campaign which you will get training on.

ACTION: Commit to doing your Daily Success System every day and being accountable for your own success. Follow up 10 clients, call 10 new clients, add 10 new clients to your database and link them to campaigns. View 10 properties a week. Please refer to page 147 in MREA for more details on the campaigns.

Now that your contacts have been linked to campaigns the Command system will email them systematically and you will receive an email with a script to use on the day you need to make a touch phone call to them.

Once the campaign has run out you will receive an email. You can always link them to a new campaign. Using campaigns guides you through the process of keeping in contact with your database systematically and consistently.

Step 4

Identify your Farming Area

Your Farming Area is the primary area (suburb) you will focus your Lead Generation on, which will be converted into listings. Here you will call your Have not Met's. The ideal is for your farming area to not be too far from where you live so that it is easy for you to go see clients. Consult with your productivity coach to help you identify your farming area.

The role of your Productivity coach is to lead you, assist you and to hold you accountable for your mutually agreed upon goals, to guide you through the many facets of a real estate transactions and to coach you in developing the skills you need to be successful.

When you have an OTP (Offer to purchase) your productivity coach needs to be present whenever you negotiate a transaction with a buyer or seller for as long as you are an Intern Estate Agent without an NQF4 qualification.

Should your productivity coach not be available, consult your MCA to assign a Full Status Estate Agent to assist you.

ACTION: Schedule a consultation & appoint your Productivity Coach, as per the 10 Week Plan (Week 3). Once you have determined your Farming Area you can start looking up telephone numbers in this area and then use scripts to start contacting sellers in the area who will then be added to your database.

Circle prospecting entails making calls to people within a specific geographic area and asking them for business. It is one of the easiest methods of prospecting today. Circle prospecting offers a unique niche market that you might not reach otherwise. The goal of circle prospecting is to grow your database and set up appointments that you may later turn into listings. Refer to the script manual on Google Drive.

ACTION: Look up client contact numbers in your farming area by making use of Lightstone and Virtual agent. Please ensure you attend the admin system setup that will help familiarise you with these programs.

Step 5

Be Accountable

Accountability partner: Your PC will keep you accountable to the goals you have set on a weekly basis in group coaching. The four conversations are also used for the accountability session.

He will use the Four Conversations to help you adopt the habit of knowing your numbers. Please ensure you always sign the attendance registers for all training sessions. Please ensure you know when the next **Ignite** training will be at the office and attend all 20 sessions. Some of the agents have attended Ignite twice and there is a noticeable difference in their performance, so we encourage you to sit in multiple times on any training. Agents who attend Ignite are 138% more likely to sell a property. KWL offers incredible training and coaching - all you need to do is use it and empower yourself to the next level.

One of the
fastest ways to bring
ACCOUNTABILITY
into your life is to find an
accountability partner—
**A MENTOR, A PEER,
OR A COACH.**

Take The ONE Thing approach!