ACCOUNTABILITY IS NOT A DIRTY WORD!

ACCOUNTABILITY: THE STATE OF BEING ACCOUNTABLE, LIABLE, OR ANSWERABLE.

ARE YOU RUNNING AN ADULT DAY CARE CENTER OR A FOR PROFIT BUSINESS?
WHY DO OUR AGENTS & OFFICES FAIL TO REACH THEIR POTENTIAL?

BECAUSE AGENTS DON'T KNOW WHAT TO DO?

BECAUSE AGENTS REFUSE TO DO THE THINGS THAT WOULD MAKE THEM AND US SUCCESSFUL

WHO SHARES THE RESPONSIBILITY FOR THESE FAILURES?

WE DO

WE HIRE THEM

WE PROMISE THEM

WE ALLOW THEM

WE OWE THEM

WHY IS ACCOUNTABILITY IMPORTANT?

IT'S YOUR JOB TO HELP GROW YOUR TEAM!
DEMONSTRATES YOU CARE
AGENTS WANT SOMEONE TO HOLD THEM ACCOUNTABLE. (THEY KNOW THEY NEED IT!)
WITHOUT IT EVERYONE SUFFERS.

HOW DO WE IMPLEMENT A SYSTEM OF ACCOUNTABILITY?

FIRST WE MUST HOLD OURSELVES ACCOUNTABLE.

LEAD YOUR PEOPLE DON'T JUST MANAGE THE OFFICE.

REAL ESTATE MANAGEMENT ACTION CLUB FOR HUGE SAVINGS ON MANAGEMENT TOOLS
LEADERSHIP VERSUS MANAGEMENT

- LEADERS ACCEPT RESPONSIBILITY
- INSPIRES SHARED VISION & GOALS
- DEVELOPS & GROWS PEOPLE
- TAKES RISKS & INNOVATES
- THINKS “WE” NOT THEY
- COMMITS TO PERSONAL GROWTH
- EMPOWERS PEOPLE
- LEADS BY EXAMPLE

WE CANNOT USE NOT ENOUGH TIME AS AN EXCUSE!

THE CHALLENGE IS NOT TO MANAGE TIME BUT TO MANAGE OURSELVES

DON’T SPEND MAJOR TIME ON MINOR THINGS

MONKEY-MONKEY WHO’S PROBLEM IS IT?

ESTABLISH A MINIMUM STANDARD

FORMULA:

ALL AGENTS NEED CLEARLY DEFINED GOALS AND A PLAN TO ACHIEVE THEM

AGENT’S PERSONAL GOALS MUST EQUAL OR EXCEED MINIMUM STANDARD

TOTAL OF ALL AGENT GOALS MUST EQUAL THE OFFICE GOAL

GET A COMMITMENT

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GET TOP 2 QUARTILES FOCUSED ON **REAL BUSINESS PLANNING**

GET BOTTOM 2 QUARTILES FOCUSED ON **90 DAY ACTION PLAN**

**DEHIRE** ALL UNMOTIVATED AND UNCOMMITTED SUSPECTS.

CREATE AN **EXPECTATION** OF AN AGENT IN THIS OFFICE.

**THE MOST IMPORTANT RULE:** AGENTS WILL DO WHAT YOU INSPECT NOT WHAT YOU EXPECT!

**HOW TO PROVIDE ACCOUNTABILITY EFFECTIVELY:**

**ESTABLISH CLEAR GOALS AND OBJECTIVES**

**ESTABLISH CLEAR DEADLINES**

**ESTABLISH CLEAR METHOD AND FREQUENCY OF MONITORING**

**DON’T BE A WIMP**

BEHAVIOR THAT’S GETS REWARDED GETS **REPEATED**

YOU MUST CREATE A LEVEL OF **CONSEQUENCE TO AVOID AND REWARD TO ACHIEVE**

YOU CANNOT MANAGE PRODUCTIVITY YOU CAN ONLY MANAGE THE **ACTIVITIES THAT PRODUCE THE DESIRED PRODUCTIVITY**

**PRODUCTIVITY IS HOW WE MEASURE THE EFFECTIVENESS OF AGENT ACTIVITIES**

YOU MUST TRACK AGENT ACTIVITIES BECAUSE **IF YOU CAN’T MEASURE IT YOU CAN’T MANAGE IT**

**TRACK ALL COMPANY PROVIDED LEADS AND HOLD ACCOUNTABLE FOR A CONVERSION RATIO**

**UTILIZE CUSTOMER SERVICE EVALUATIONS TO DELIVER D.R.E.A.M. STANDARD OF SERVICE**

**REAL ESTATE MANAGEMENT ACTION CLUB** FOR HUGE SAVINGS ON MANAGEMENT TOOLS
BILL FIELDS PRESENTS ACCOUNTABILITY IS NOT A DIRTY WORD

WHAT IS MBWA?

MANAGE BY WALKING AROUND!

TALK TO EVERY AGENT EVERY 3 DAYS

HAVE A SKILL DEVELOPMENT PLAN FOR ALL AGENTS.

HAVE QUARTERLY CAREER COACHING SESSIONS.

DAILY HELP THEM

- LEVEL OF SELF-ESTEEM
- SELF-EXPECTATION

DRAMATICALLY IMPROVE YOUR SALES MEETINGS

PRAISE IN PUBLIC

PUNISH IN PRIVATE

RULES TO REMEMBER

RECRUITING SOLVES ALL OF YOUR PROBLEMS

SPEND MORE TIME WITH TOP QUARTILES THAN LOWER QUARTILES

RESOLVES CONFLICTS AS SOON AS THEY HAPPEN

GET THEM HOOKED ON YOU AND YOUR CO

CREATE A GREAT CULTURE

MAKE IT FUN AGAIN!

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