



Description

Learn how to establish systems to effectively manage your listing inventory, create a positive experience for the seller, and increase the likelihood of repeat or referral business. People won't remember what you said or did, but they will remember how you made them feel.

Deliverables

Agents will come away with multiple system ideas for each listing phase. The workshop includes a brainstorming session at the end where agents choose one or two systems and, as a group, identify tasks or actions that could be included within the process.

Preparation

Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Set up a whiteboard or flip chart and markers for recording brainstorming responses.
- *TIP: Arrange tables and chairs in a horseshoe shape so attendees can easily view the video and interact with one another during brainstorming sessions.*

Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Assign a notetaker for the brainstorming sessions.
- Encourage attendees to turn on their cameras to maximize engagement and participation.
- *TIP: If your group is large, consider using the chat feature or breakout rooms for brainstorming.*

Instructions

1. Play the [video](#).
2. Facilitate brainstorming after viewing the video.
 - As instructed on the last slide, ask agents to choose one or two process ideas mentioned in the video.
 - Ask agents are to identify tasks or actions related to each process or system. There are no right or wrong responses.
 - Record responses on the whiteboard/flip chart.

Best Practices

- Use open-ended questions to generate more conversation.
- Suggest agents take a picture (or screenshot if virtual) of the ideas on the whiteboard/flip chart to reference later. Otherwise, ask a support staff person to create a document to send after the workshop.

Next Steps: Go Above & Beyond

- Consider facilitating additional mastermind sessions on other systems recommended during the workshop video.
- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future workshops and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.
- Track the efficacy of your company's learning opportunities. During the next 6-12 months, compare your listing count to the same time the previous year. You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 120 days between skills taught and production increase.