



Full Speed Ahead

Sales Meeting Toolkit

Four great pre-planned sales meetings with agendas, reading materials and follow-up questions

You've made the commitment to provide a higher level of training to your agents. Now we'll give you the tools to prepare yourself and your agents for a marketing mind-set change. This is our sales meeting toolkit, and it's an easy-to use guide to making the most of this innovative marketing workshop. Hobbs/Herder is coming to town – are you ready?

You realize the value of this training, but do your agents? Leading up to the Hobbs/Herder workshop, you want to make sure your agents get excited about the training opportunity you're providing.

To help you bring this valuable training to your agents – and to make your life easier – we've assembled the following meeting plans for you to use leading up to the Hobbs/Herder workshop in your office.

The plan covers 4 key aspects of starting a marketing mind-set change in your agents – one that will mean higher production and more success in your office. Plus it gives you 4 office meetings that you don't have to worry about.

Meeting Countdown Plans: Each meeting plan has an article for you to circulate to your agents before the meeting, plus talking points for you to use during the meeting to get your team on the right track. Here are the sales meeting plans for each of the 4 meetings leading up to your Hobbs/Herder workshop.



Full Speed Ahead

Meeting Plan Primer

My Four-Point Personal Development Philosophy

The purpose of this meeting is to get your agents thinking about their plans and goals.

- Make it clear that you understand that their personal goals are tied into their professional goals – stress balance in life
- Ask if they have taken the time to write their goals down, and encourage them to do so.
- Listen! Be encouraging to anyone who participates openly.

Meeting Questions

1. What are your personal & professional goals?
2. If you're not getting the results you want, are you open to change?
3. What are you doing to expand and improve the quality of your life?
4. What is your attitude? Are you positive or negative? What about the company you keep?
5. What are your goals? Can you achieve them with your current actions? Does your plan for success make sense?

A pdf version of the article is included, but here is the direct link to the online version:
http://www.hobbsherder.com/search_enews_detail.asp?id=75



My Four-Point Personal Development Philosophy

Are you waiting for the world around you to change or taking it upon yourself to improve your lot in life. Don shares a philosophy that has propelled him most of his life, both personally and professionally.

By Don Hobbs, Co-founder of Hobbs/Herder Advertising

I remember it as if it were yesterday. I was 18 years old, and I met a man who would change my life. Lucky for me, I had landed a job working for personal development guru, Jim Rohn, and spent the next eight years working for this man who would soon become my personal mentor. Even in the time since, whether it's through seminars, tapes, or personal conversations, I've probably learned more from Jim than anyone else I've ever met. In fact, one of the first things he ever taught me has meant more to my personal development than anything else I can think of. That's why I want to share it with you in this month's article.

First, a warning, however: The philosophy I'm going to share with you is true and accurate. There is no getting around it. Other than winning the lottery or similar stroke of fate, there are no shortcuts in life. That's why this philosophy rings so true. That's also why it's somewhat frightening, or at least startling. On the other hand, it's an inspirational message that, when taken to heart, can dramatically increase your quality of life.

The Four Principles of Personal Development

The four concepts this life philosophy is built on are amazingly simple. They are all truisms that go hand in hand. In the following paragraphs, I'll discuss each of the following:

1. For things to change for you, you must change.
2. For things to get better for you, you must get better.
3. Attitude is everything.
4. The Great Promise – You can have more than you've got because you can become more than you are. But if you stay where you are, you will always have what you've got.

Simple enough, right? Now let's break these down one at a time.

1. For Things to Change For You, You Must Change

In the hustle of daily life, most people get so wrapped up in the daily "grind" they never take a step back to really evaluate what they're doing. They have no direction and, in most cases, are simply



hoping things around them change. I see the same pattern in many of the real estate agents I meet. Maybe they're hoping to get a new broker. Or perhaps it's that they need a new office. Some of you right now are probably waiting for the economy to take a turn back in the right direction.

Here's the real truth: If you want things to change, you need to change. You can't just sit around and wait for things to change for you. It won't happen. I've often said my personal definition of insanity is doing the same things and expecting a different result. It's not going to happen, people. If you want things to change, change yourself. Now, chances are, you don't want change simply for change's sake. You want changes that will further your life and improve your quality of life. Which brings us to:

2. For Things to Get Better For You, You Must Get Better

Your initial reaction here is to probably think in terms of getting better in a business sense. That's okay, but improving your listing presentation isn't going to overhaul your entire life. That's why it really comes down to becoming a better person, and I don't mean that you help old ladies across the street or say "please" and "thank you" at all the right times.

I'm talking about expanding yourself and expanding your personal capacity. Think of a jug of water being poured into a cup. That cup can only contain so much liquid. In order to grow, to improve, it must expand itself. For you, this means expanding your horizons, mentally – becoming more. One of the best and easiest ways to do this is through reading [[link to Don's Tip, month/year](#)]. If your personal capacity for joy and happiness is low, expand it. Read books on joy and happiness. If a lack of organization prohibits your growth, study effective organizational techniques. It's all out there, and it can't hurt you to read another book. Conversely, the book you don't read definitely cannot help you.

Increased personal capacity leads to all sorts of benefits, among them an increase in your self-confidence, self-esteem and generally, the way you carry yourself. Knowing you can take on any challenge and conquer it is a very powerful feeling. Which brings us to:

3. Attitude is Everything

The first step to gauging your attitude is asking yourself what you're focused on. Are you, like most people, focused on the negative, what's wrong, what you don't have and what you're not good at? Hopefully not, because focusing on the negative will get you nowhere. Conversely, what you focus on is what you attract. Therefore, always remember to focus on what is good, about today, about you, about your life and what you're grateful for.



That last point is a crucial one: Remember, gratitude affects attitude. Be thankful for what you have. Doing so forces you to focus on the good, whether that's your family, your health, or anything else. In life, whatever you focus on is what you get. If you focus on it intently enough, you'll get more of it. Which brings us to:

4. The Great Promise - You Can Have More Than You've Got Because You Can Become More Than You Are. But If You Stay Where You Are, You Will Always Have What You've Got.

Let me tell you, at age 18, this was a frightening concept. The funny thing is, it still is. The difference now is that I understand it, have accepted it and live my life by it. I wouldn't be surprised if it doesn't strike a little fear in you, either. In fact, it should, because it's true.

If you resist change, you will never change. You'll just remain stagnant. Doing more of the same just gives you more of the same. The good news is you control your own destiny. You can be anything you want to be and have anything you want to have. The bad news is it takes action and growth, and if you fail to change and grow, you will be stuck with what you've got.

The Decision is Yours

I hope you take this philosophy to heart, because let me tell you, it is true. Ever since I learned these important lessons, I've seen them prove themselves over and over, both in my life and the lives of others. So now it's up to you. You can ignore this information, or you can take control of your life and your destiny. It's not just going to happen for you.

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Full Speed Ahead

Meeting Plan Two

A Look into the Future of Real Estate

Build on the goal-setting mind-set by getting your agents thinking about how to build success going forward.

Meeting Questions

1. Do you consider real estate to be a sales business or a marketing business?
2. Do your marketing materials truly reflect who you are, or do they reflect the fact that you are a salesperson?
3. How does your marketing work to bring a steady flow of leads?
4. In what ways does your marketing campaign set you apart in your market?

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http://www.hobbsherder.com/search_eneews_detail.asp?id=160



A Look Into the Future of Real Estate

Competition is constantly increasing but the opportunity to excel still exists in real estate. Your future all depends on if you choose to approach your career as a salesperson or a marketer.

By Greg Herder, Co-founder of Hobbs/Herder Advertising

The National Association of Realtors is growing fast. Its membership has now swelled to more than one million agents, from a low of 740,000 just a few years ago. Real estate's incredible run over the last five years is attracting hundreds of thousands of new agents. Most states are being overrun with people taking the real estate test. At the same time, the "churn" in real estate, which is the number of agents failing and leaving the business, is rising as well. It is becoming harder and harder to make a living in real estate.

On the other side, the people at the top of real estate are cashing in on a seemingly endless smorgasbord of opportunity. According to Realtor Magazine's last list of the top 100 agents, the top agents, on average, are selling \$82 million per year in sales, closing 227 transactions each. They are earning, on average, \$2.4 million in gross commissions a year.

On one side, the huge influx of new agents into real estate is making it harder to make a living, and on the other side, the agents are setting sales records that a few years ago seemed unimaginable. How is this happening?

A Change in Mind-set

Right now I believe that real estate is undergoing a structural shift that is producing profound changes at every level of the industry. Real estate is changing from a sales-driven industry to a marketing-driven industry.

Today's top agents understand this and have become totally marketing focused. The problem is that real estate has been a sales industry for so long that it is hard for the industry to change. What makes things worse is that most brokers and agents lump sales and marketing together. But it is critical to understand the difference between the two.

A Critical Difference

Sales skills are the skills you need to convince somebody to buy. Sales skills are the scripts you say, the closing techniques you use when you are face to face with a prospect. But the key difference between sales-driven agents and marketing-driven agents is the way they think.



A sales person wakes up each day and says “I need to find a prospect today so I can sell them.” They are always looking for the next person to work with, and this determines their actions. They cold call, hold open houses, take floor time, even door knock to find someone to close. Now don’t get me wrong – this stuff can work – if you are disciplined to do these things every day you will make money, no doubt about it. I am sure that many agents have built businesses by doing these activities. But as the number of agents who are still being taught to approach real estate from a sales perspective increases, it is becoming less and less effective.

The Marketing Method

Marketing is the art of attracting people who are interested in doing business with you as an agent. A marketing-driven agent wakes up each day and asks, “What marketing activities do I need to put in place that will interest people in calling me as an agent?” The agents who have embraced a marketing approach to real estate are rewriting the rule book about what is possible in real estate and how the real estate business of the future will operate. These marketing oriented agents are doing an ever-increasing volume of business that is making it harder for sales oriented agents to survive.

One client of Hobbs/Herder Advertising, Phil Herman in Dayton Ohio, sold around 400 transactions last year. Think about what Phil Herman did to generate those 400 transactions. Just out of curiosity, how many doors did he knock on, how many cold calls do you think Phil made? How many open houses did Phil Herman hold, how much floor time did he take?

That’s right – Phil did not do anything that the average Realtor does, on purpose. In fact, if Phil did any of those things, I know his business would actually go down. It would be impossible for Phil to do 400 transactions per year doing business using the traditional sales model of real estate sales.

Phil is leading the way into the future because he understands that his marketing is the secret to generating a steady flow of clients who want to do business with him.

Only As Good As Your Image

I believe that your future in real estate will be in direct proportion to the effectiveness of your marketing materials. Most agents know enough about real estate to succeed, provide great service the clients they have, and are willing to work hard, but you have to remember – “No matter how good you are at closing, if you don’t have a client to close, you will still fail in real estate.”



So what are you going to have to do to compete effectively in the future? First and foremost, you are going to have to become a marketing-oriented agent. The first key to creating effective marketing is making sure that each and every piece of your marketing materials has a strong emotional appeal. Great marketing is emotional, not logical. Most agents have been brainwashed into thinking that if they put a sales presentation on paper it automatically becomes marketing. In reality, nothing could be further from the truth.

Make An Emotional Connection

Think about Nike's great marketing. How many Nike ads have you seen where Tiger Woods picks up a pair of shoes and says, "Let me tell you about the benefits of these shoes – the leather is first class and the stitching they use is the very best." We know this would not sell. We see Tiger Woods having fun bouncing golf balls on his 9 iron and we want to be like him – so we buy the shoes and the shirt and we still know it will not make us hit the golf ball any better. Nike understands great marketing is built on an emotional appeal! If you make a commitment right now to work on putting more emotional punch into your marketing, I know it will pay huge dividends for you.

Quality Materials=Quality Agent

Next, look at your marketing materials - are they "Professional Quality"? Let's say I consistently receive Just/Listed and Just/Solds in my mailbox from two different agents, one is average quality, the other is very high quality, great design, full color. Which agent would I, as a consumer, think is a more successful agent? Which agent do I think is going to provide a higher level of service? Which agent do you think is the first agent I would call? You cannot create a full service image on discount quality marketing materials.

The bottom line is that unless you become a marketing-oriented agent, you are going to find it harder and harder to compete. Cold calling, door knocking and floor time is going to become less and less productive. Or you can embrace the future and become a marketing-oriented agent that thrives.

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Full Speed Ahead

Meeting Plan Three

Shedding the Short Term Mind-set

Focus is on steady business leads and how to stay active in hot and cool markets.

Meeting Questions

1. How does your marketing plan change when the market changes?
2. Do you scale back your marketing when the market gets hot? Does that effect you when the market cools?
3. Look at your current marketing plan compared to the current market. In the next market shift, what will you change, add or exclude?

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Shedding the Short Term Mind-set

In today's changing market, agents can let the market dictate their success or they can take control of their careers by developing a long-term strategy for building a business.

By Don Hobbs, Co-founder of Hobbs/Herder Advertising

There was a time not too long ago when all it took to be successful in the stock market was a pulse. During the boom of the late '90s, it was almost difficult for investors to not make money. But as can be expected, the market eventually changed. Today, we're back in a more traditional scenario on Wall Street: those who are successful have strong business fundamentals, a long-term strategy and the patience to see it through. With that patience and strategic planning, you can create an expectation of reasonable growth.

As the stock market slowed, many of the day traders whose strategies centered around quick, short-term gains were eliminated from the business. Then there were those who, even during the hot market, still argued for a long-term strategy. But the dot-com era was fraught with people making haphazard decisions, and many people didn't listen because it was too easy to make money. They felt invincible.

A Natural Cycle

I tell you this because I want to use it to illustrate a point. Real estate, like Wall Street, is cyclical. Things aren't always going to be the same. There will be good times, there will be bad times and there will be times that can be characterized as "normal." When the stock markets cooled dramatically, many investors transitioned from the markets to real estate. This fueled stronger than normal real estate conditions that existed until very recently. But now, because we have enjoyed such a strong market for so long, many agents are panicking as the market normalizes. The people who succeed in this market will not be those who panic. Rather, it will be those who take a page from the stock market analysis above.

The truth of the matter is that the last five or six years of hot markets nationwide have allowed us to get sloppy. Like the dot-com era, anyone with a pulse could make money in real estate the last few years. I would never say I told you so, but here at Hobbs/Herder, we've been urging (and practically begging) agents to take a long-term approach to their businesses the whole time.



What's Your Plan?

Now is the time to make the big decisions about your future. Do you want to create a real business or get out of the business? If you're in, it's time to develop a real business strategy. Now more than ever it is essential that agents develop a business plan and stick to it for the long run. Unfortunately, what I see happening in many offices is brokers and managers telling agents "Let's get back to basics," meaning door knocking, cold calling or some other short-term method of trying to generate activity.

This shortsighted approach only puts agents in the position of operating from a different deal-to-deal mentality, however. Where agents once relied on an abundance of clients in the hot market, this new approach will only lead them to a different dependence. Even if their door knocking and cold calling happened to be successful, they still are operating without a strategy to build a long-term business. And that's just not smart business.

How Homes Really Get Sold

Let's take a look at how the market really works in today's conditions. The truth is the numbers aren't really all that far off from where they were. Houses are still selling; they're just taking a little longer to do so. Also, inventory is high. But if you Master Your Marketing Master Your Marketing look at the homes that are selling, they are those that are priced correctly. In this market now, it's more important than ever that you have credibility and homeowners feel comfortable with you. Right now, the market is being controlled by those agents who are highly visible and have good reputations in their communities. Those things – recognition factor, having a good reputation and being credible – are all the result of an ongoing commitment to a personal marketing approach to real estate. When you market yourself and build a brand name, everything becomes easier. You can stop chasing deals and start attracting them. Additionally, the people you work with will be much more respectful of your ideas and advice. Imagine the feeling of never haggling over price on a listing presentation again.

Control Your Destiny

Today, we stand at a crossroads in real estate. The changing market will undoubtedly eliminate agents from the industry. Others will try to hang on. Then there will be those who still thrive in the slower market. The choice is yours. It all depends on if you want to be the pinball that gets bounced from one short-term approach to another, constantly hoping to survive, or if you want to make real changes in your career and build a business with long-term success and continual growth.



HOBBS HERDER
Master Your Marketing

Door knocking and cold calling can only take you so far before eventual burnout. The light at the end of the tunnel can appear two ways: you can wait for the market to swing back in your favor (with the understanding that we may never see such a “hot” market again in our lifetime), or you can change yourself. By adopting a marketing mind-set and proactively planning for long-term growth, you are in essence digging a new escape path from the tunnel. It’s simple, really. Either you can change, or you can hope you survive until the market changes.

If you’re serious about your real estate career, I think the choice is obvious. Why relinquish control of your career when you can take the reins and dictate your own growth and prosperity?

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Full Speed Ahead

Meeting Plan Primer

The Key to Your Success

In the last meeting before your Hobbs/Herder workshop, really hammer home the theory of advanced marketing for dynamic production.

Meeting Questions

1. Are you taking responsibility for your success, or are you waiting for someone else to make it happen?
2. What are your goals, including vacations, continuing education, production and personal growth?
3. What is your marketing plan for continued growth?
4. Are you working hard or working smart?

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The Key to Your Success

There's a sentiment among many agents that management doesn't do enough to help agents succeed. The truth of the matter is that accepting responsibility for the direction and success of your career is the first step to your success.

By Don Hobbs, Co-founder of Hobbs/Herder Advertising

It seems to be a never-ending battle. As I talk to brokers and managers throughout the country, they continue to tell me that many agents still look at them with puppy dog eyes, always asking what the broker or manager is going to do to generate leads for the agents.

The truth of the matter is that lead generation simply is not your broker's job. Your success is no one's responsibility but your own, and until you realize that fact and accept that responsibility, any success you have can be attributed more to luck than any true measure of your abilities.

Company vs. Agent Marketing

The first thing you need to understand is that there is a clear delineation between company marketing and agent marketing. A company's marketing should be geared toward creating and maintaining name recognition within the market, with the primary emphasis on recruiting and building the company. A secondary effect of company marketing is to bolster the reputation behind each of the company's agents. You may be working where you are now because of the strong reputation a company's marketing campaign created. However, once on the inside, that reputation can become a crutch. Agents begin to expect the company's reputation to attract more leads than is feasible. For anyone relying on floor time or their company's referral network to make them successful, this next comment is for you – WAKE UP!

This is where agent personal marketing comes into the equation. Look at agents who are selling 50, 75, 100, or even 200 or more units per year. How many of those are doing so by relying on their broker to generate business for them? That was a rhetorical question, but just in case, I'll answer it anyway. I'm willing to bet none of them are. No one experiencing true success in real estate is doing so by simply hoping another deal falls in their lap. They are doing so by either working themselves 70-80 hours per week to the point of exhaustion, or they are building a brand for themselves and attracting new business toward them without the continual "chase" for the next client.

A Little Broker Appreciation

Agents who expect too much from their broker in terms of lead generation are not only doing themselves a disservice, but they are missing the bigger picture. As a real estate agent, you are an



independent contractor, but you need somewhere to hang your license. Your responsibility is to create a successful entity within the company's structure. At this point, many agents are probably asking why they need a company in the first place. I'll tell you why.

Your broker has accepted a tremendous amount of responsibility that allows you to do business without all the constraints of owning your own business. They've taken on liabilities and they perform a multitude of behind-the-scenes tasks that you don't even want to know about. Brokers also accept responsibility for seeing that the office runs smoothly, which means handling everything from stacks of paperwork to making sure the bathrooms are stocked with toilet paper. Your manager may even act as a business coach or mentor to you. Management accepts all of these responsibilities in order to provide a working environment that is conducive to your success, and for that, they surely deserve to make a fair profit. Because those tasks are all taken care of for you, your only responsibility is to build your business.

To those agents who constantly complain about their brokers, I ask, "How much more do you want?" These agents are spoiled by everything their broker handles for them. It's time to wake up and be grateful for the multitude of things your company offers and take responsibility for building your business.

Five Steps to Accepting Responsibility for Your Career

1. Change Your Expectations

It's time to stop looking outward and start looking inside yourself. You are the only one responsible for your success.

2. Envision Your Future

You don't get anywhere without a plan. Take time to develop a vision for the business you want to build. This should include everything from your goals to how much time you want to take off each year, as well as devising systems and structures that will help you get where you want to go.

3. Educate Yourself

To run your business successfully, as opposed to just selling a few homes, you need structure, systems, marketing and more. Seek out the training you need and truly learn how to be in the business of being a real estate agent.



4. Market Yourself

There's a big difference between getting another new client and getting your market to know your name when they need you. That's where marketing comes in, and this is exactly where so many agents fail to develop any strategy and look to their brokers to handle lead generation. Again, that is not their job. Your company is already well known. It's you that needs the help. Market your product – YOU!

5. Leverage Yourself

There's an old saying that says you either have an assistant or you are one. In other words, if you don't have help, you need help. Smart business requires that you leverage yourself through a combination of staff (assistant, buyer's agent, etc.) and systems. Systematizing your business allows you to focus on the most important aspects of your career rather than tying you up in day-to-day details.

A Source of Pride

If you are able to implement these five steps, you will have truly taken responsibility for your own success and developed a business that you can be proud of – something that has lasting value and works whether or not you are in the office. In the process, you will develop a whole new appreciation not only for your career, but also for what your broker does for you. You may have begun to see it already by reading this article. If so, I encourage you to go thank your broker for all the things he or she brings to your career.

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