Session #1: Agent Call: Communication

Introduction to Your Coach
Monica Reynolds

Contact Info

Please let us know if there is anything you’d like to discuss in relation to your coaching program.

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Guidelines for this Program

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
   https://www.facebook.com/mapscoaching

2. Only paid participants may listen and contribute.

3. Mute yourself whenever you are not talking (*6).

4. Do not put the call on hold (you will be disconnected).

5. Complete all assignments prior to call.

6. Be PREPARED!
This Week’s Objectives

I. Review the 4 ways to communicate.

II. Learn the 10 tips on how to communicate effectively with your assistant.

III. Know your assistant’s personality style to ensure great communication and efficiency.

IV. Listening skills.

V. What your assistant will learn this month.
Get Ready!

Complete the questions on this page as a warm-up to prepare for your coaching call.

Do you feel you and your assistant communicate well? Why or why not?

______________________________________________________________________________

______________________________________________________________________________

Do you understand your assistant’s personality style? How do you utilize this knowledge to better communicate with him/her?

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________
MONICA REYNOLDS
Biographical Sketch

Monica is dedicated to designing effective real estate systems and developing strategies that sustain successful real estate careers. She is a partner in a Keller Williams real estate company and provides training to real estate agents and assistants located throughout the United States and Canada.

Monica began her real estate career over 30 years ago and was the top agent in North Dakota for many years before relocating to California in 1989 where she partnered with another agent to average over 200 home sales a year. She pioneered the hiring of administrative assistants and building team structures. During this time, Monica authored two books, Multiply Your Success Through the Use of Assistants and The Professional Real Estate Assistant, which continue to be sold in retail stores and through Amazon. She also designed the real estate application for Arc' Telecom, a leader in IVR technology, and was the innovator and designer of 800InfoHomeLine.

For the next 15 years, Monica focused her real estate career by providing training and was considered a senior coach for a leading real estate training company. During this time, she logged more than 70,000 one on one coaching sessions and provided training to thousands of real estate assistants.

Currently, Monica is a partner with Chris Heller and is the general manager and listing agent of the Keller Williams Heller Real Estate Group in San Diego, California. In 2013, Monica closed 209 homes, at $98.7 million dollars in closed volume.

Monica has garnered national recognition as a seminar/convention speaker and real estate trainer. She is regarded in the industry as the leader of real estate systems and successful team building strategies. Many real estate leaders have said that Monica has coached more real estate agents and assistants than anyone else in the country.
I. 4 Ways to Communicate

1. Spoken
   a. Face to face
   b. Be clear
   c. ______________________

2. Written
   a. Email/Letter/Card
      I did not say Bob took that.
      I did NOT say Bob took that.
      I did not SAY Bob took that.
      I did not say BOB took that.
      I did not say Bob TOOK that.
      I did not say Bob took THAT.
   b. Good manners
   c. ______________________
3. Electronic
   a. ______________________
   b. ______________________
   c. ______________________

4. Non Verbal
   a. Facial expressions
   b. Body
   c. ______________________

Notes:
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
II. 10 Tips to Communicate Effectively

1. Know your audience … their personality style. Are you speaking their language?

2. Be clear and concise.

3. State a deadline.

4. Use their name when speaking.

5. Develop great listening skills.

6. Don’t argue. Discuss the challenge.

7. 

8. 

9. 

10. 
III. Communication and Personality Styles

The DISC profile defines four dimensions of behavior which are illustrated in the graphic below. Your instructor will lead you through the graphic, guiding you to fill in blanks where appropriate.

- **High I** (Influence) (to Persuade)
  - Key Emotion: ________________
  - Motivated by: ________________
  - Mantra: “You can do it!”
  - Fears: ________________
  - key words: Effusive, Flamboyant, Effervescent, Bubbly

- **High D** (Dominance) (to Conquer)
  - Key Emotion: ________________
  - Motivated by: ________________
  - Mantra: “I will do it!”
  - Fears: ________________
  - key words: Dominant, Direct

- **High S** (Steadiness) (to be Supportive)
  - Key Emotion: ________________
  - Motivated by: ________________
  - Mantra: “Now that I understand/see what you are saying, I will do it.”
  - Fears: ________________
  - key words: Steady, Stable, Good Listener

- **High C** (Compliance) (to Avoid Conflict)
  - Key Emotion: ________________
  - Motivated by: ________________
  - Mantra: “I will do it right, no matter how long it takes.”
  - Fears: ________________
  - key words: Accurate, Compliant, Detail-oriented
Communication and Personality Styles (cont.)

Style I: D–Driver

Traits
a. Impatient
b. Quick decisions, likes action
c. __________________________

Do
a. Get to the point
b. Stick to business
c. __________________________

Don’t
a. Display emotion
b. No lengthy story
c. __________________________

#1 Efficiency Factor

__________________________________________________________________

#1 Way to Communicate

__________________________________________________________________

Greatest Failing

__________________________________________________________________

Greatest Fear

__________________________________________________________________
Communication and Personality Styles (cont.)

Style 2: I–Expressive

Traits
a. Likes to toss ideas around
b. Fun people
c. ________________

Do
a. Leave time for relating and socializing
b. Be fun, energetic, and stimulating
c. ________________

Don’t
a. Be aggressive
b. Be unfriendly
c. ________________

#1 Efficiency Factor

________________________________________________________

#1 Way to Communicate

________________________________________________________

Greatest Failing

________________________________________________________

Greatest Fear

________________________________________________________
Communication and Personality Styles (cont.)

Style 3: S–Amiable

Traits
a. Likes productive routine
b. Easy to get along with
c. ______________________

Do
a. Break the ice with personal comments
b. Be patient
c. ______________________

Don’t
a. Present bad news
b. Like arguments, raised voices
c. ______________________

#1 Efficiency Factor

____________________________________

#1 Way to Communicate

____________________________________

Greatest Failing

____________________________________

Greatest Fear

____________________________________
Communication and Personality Styles (cont.)

Style 4: C–Analytical

Traits
a. Likes reason
b. Likes facts and figures to support ideas
c. ___________________

Do
a. Present pros and cons
b. Use a thoughtful approach, provide evidence
c. ___________________

Don’t
a. Rush them
b. Give them lots of choices
c. ___________________

#1 Efficiency Factor

__________________________________________________________________

#1 Way to Communicate

_________________________________________________________________

Greatest Failing
Too critical

Greatest Fear
Irrationality
### IV. Listening Skills

Are you a good listener? Rate yourself from 1–10 (with “10” being excellent) on each of the “keys to good listening” statements below.

<table>
<thead>
<tr>
<th>Rating 1–10</th>
<th>Keys to Good Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As you speak with someone, take excellent notes. Write down important points that can be helpful to you later. Respond with occasional comments styled exactly like the person made that will let them know you were listening.</td>
</tr>
<tr>
<td></td>
<td>Listen for attitude and personality. You can learn a lot about a person by the tone in their voice. This awareness allows you to overcome any objections and/or challenges.</td>
</tr>
<tr>
<td></td>
<td>Do not respond to your own questions. Let the other person answer them. (When you respond, it is about your ego.)</td>
</tr>
<tr>
<td></td>
<td>Turn off your personal problems. People can sense your problems and worries through your voice tonality.</td>
</tr>
<tr>
<td></td>
<td>Prepare yourself. This will allow you to engage confidently and effectively.</td>
</tr>
<tr>
<td></td>
<td>Avoid making any assumptions. Let people complete their sentences. You may find yourself creating unnecessary problems in the process if you interrupt.</td>
</tr>
<tr>
<td></td>
<td>Listen to what has NOT been said. If the person is negative, this is your opportunity to point out a positive direction. Ask more questions and probe for what is NOT being said to you and why.</td>
</tr>
<tr>
<td></td>
<td>Do not ever interrupt. Your patience in listening lets a person feel that he/she is getting their STORY out. Patience can be achieved by not interrupting and watching the TONALITY in your response.</td>
</tr>
<tr>
<td></td>
<td>Practice listening skills during conversations with friends, family, and co-workers. This is a great opportunity to speak very little and practice listening.</td>
</tr>
<tr>
<td></td>
<td>Effective listening strengthens your understanding and improves your customer service.</td>
</tr>
</tbody>
</table>
V. Create an Office Policy and Procedures Manual

Why create an office policy and procedures manual?

1. 
2. 
3. 

How to create the manual:

1. Order two large 3 ring binders.
2. Order two sets of tabs.
3. Use a three-hole punch on all training materials.
4. Put the material in the binder.
5. As you personalize each item, replace it with the training material.
6. Suggestions for Policy Tabs
   a. Dress code
   b. Pay periods
   c. Paid holidays
   d. Jury duty
   e. Employment
   f. Compensation
   g. Mission statement/Vision statement
   h. Performance and conduct
   i. Benefits and leaves
7. Suggestions for Procedure Tabs:
   a. Communication tips and listening skills
   b. Personality styles
   c. Sales skills
   d. Listing procedures
   e. Prelist package
   f. Buyer package
   g. Objections handlers

Notes:
VI. What Your Assistant Will Learn This Month

1. ____________________________________________
2. ____________________________________________
3. ____________________________________________
4. ____________________________________________
5. ____________________________________________
6. ____________________________________________
7. ____________________________________________

VII. What I Learned Today...

1. ____________________________________________
2. ____________________________________________
3. ____________________________________________
4. ____________________________________________
Session #1 Assignment

1. Determine your assistant’s personality style.
2. Rate your communication skills.
3. Rate your listening skills.

Policy and Procedures Tab Suggestions

1.
2.
3.

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Are you willing and ready to take your career to the top of the real estate industry?