

RECRUITING ASSESSMENT & Effective sales Meeting Planner

Broker/Manager: _____ **Office:** _____

Take this quick evaluation to determine your recruiting strengths and weaknesses

ACTION TASKS to GROW:	Use Now	Will Use
I have a written recruiting plan & monthly goals		
I schedule and plan recruiting time as an appt on my calendar.		
Recruiting is a priority to me to sustain the growth of my office.		
I enjoy making recruiting calls.		
My biggest challenge in not meeting my recruiting goals is:		
I prefer to recruit New Recruits or Cobrokes. Why?		
The best part of recruiting is:		
I love the challenge of recruiting Cobrokes or New Recruits. Why?		
I'm using social media efficiently for recruiting.		
Send postcards monthly to GEO Target Recruit Farm Lists.		
Send emails to my sphere to attract new recruits.		
Send emails to experienced agents to thank for a sale.		
Send emails to experienced agents monthly drip campaign.		
Send post cards to experienced agents monthly/quarterly.		
Hold _____ # of Career Seminars per month.		
Search real estate website - pending licensee list for new agents.		
Identify experienced agents on teams that would double with us.		
Ask agents to introduce me to new recruits & experienced agents.		
Visit agents at Broker's Opens or Open Houses		
Ask for a meeting before I hang up the call with a recruit.		
I have no problem explaining our Value Proposition to a recruit.		
I rarely have time to recruit. Why?		
I find out what challenges cobroke agents have at their broker.		
I feel passionate about my recruiting message.		
I use recruiting talking points when speaking with recruits.		
I can't close effectively and need help with:		
I wish we had the following tool to help recruit:		
The best times to make calls: morning, afternoon, evening.		
The best day for me to make calls is S M T W T F S		
My 3 New Habits are:		
In a perfect world my recruiting time would be:		
This year goal is		

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Office Name: _____

Week of: _____

Ratings: Excellent Good Poor Needs Improvement

I am the authority figure of all things real estate and my agents would agree. _____

I plan a month of sales meetings in advance. _____

I use relevant material based on what's going on in the market for sales meeting topics. _____

I include the logos for all of our companies on every sales meeting agenda. _____

I include a motivational quote on my sales meeting agenda each week. _____

I send out an email "teaser invite" to agents prior to each sales meeting. _____

I include monthly listings, sales, mortgage and title goals in each agenda. _____

I recognize agents on the agenda and at the sales meeting each week. _____

I include Listing & Selling Tools in the agenda and teach them at each sales meeting. _____

I review a company Marketing Tool at every sales meeting. _____

I engage participation / facilitate discussion, with my message as the end result. _____

I promote the use of affiliated service companies as part of the sales meetings. _____

I have only approved outside speakers at sales meetings. _____

I create a high energy successful environment at every sales meeting. _____

I never allow anyone to high-jack my sales meeting. _____

I send out a recap email after each sales meeting. _____

I have 85% or more agent attendance at the sales meeting every week. _____