



INNER CIRCLE COACHING

Workshop 5 Disruptorproofing Your Business

January 19, 2023



A large, light grey circle is centered on the page. Overlaid on this circle is a large, semi-transparent orange arrow pointing from the bottom-left towards the top-right. The text of the page is centered within the circle.

Workshop Workbook

We have created it so that it fits both
old and new school:

For those that love paper, you can print it off and
take out your favorite pen (and highlighter).

For those that like to write directly into the
workbook, it is in a PDF fillable format so you
can type directly into the document.



Purpose: To identify your differentiators and create strategies to leverage them to improve recruiting, retention and price integrity

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4 Impacts on You and Your Business



ICC Propeller

Supported by Coaching +

Your ICC program includes 1-on-1 executive coaching, workshops, monthly Recruiting Meetings, and a network of like-minded brokers to boost your professional and personal success.

7 Core Competencies

Inner Circle Coaching is designed around 7 Core Competencies. Each competency is essential for broker owners and brokerage managers to achieve exceptional strategic, operational, and financial outcomes.

Powered by Technology

Our cloud-based *Operating System* is a technology solution for you to easily implement the 7 Core Competencies and manage your brokerage. It contains hundreds of wizards, dashboards, templates, scripts, and videos.

7 Core Competencies



Each Competency consist of
specific attitudes, knowledge and skills

Powered by Technology



Wizards



Dashboard



Tools

OS Detail

Wizards

- Strategic Planning
- Budget
- Cash Flow
- Calculator
- Agent Contribution Agent
- Recruiting Business Planner
- Agent Retention & Productivity

Dashboards

- Leadership & Culture
- Recruiting Reinvented
- Uniqueness
- Financial Management
- M&A & Succession
- Business Model
- Retention & Productivity

Tools

- 40% Profit Solution
- Agent Validation System
- Recruiting Manual
- Innovation Cycle
- Interviewing Guide
- Monthly Reporting Package
- Slices-of-Life
- Recruiting Health Check
- Retention & Productivity Health Check

ICC Gold Standards

1 40%+ **PROFITABILITY** Increase

5 Increase ownership **FREE TIME** by 20%+

2 70%+ **CONVERSION** on ancillary business

6 Make your business **DISRUPTORPROOF**

3 **VALUATION OPTIMIZER** increase 17%

7 Eliminate 75% of your **ATTRITION**

4 Attract 19 experienced, productive **AGENTS**

8 Be a more effective **LEADER**

30/60/90 Day Action Plans

Name _____

Date _____

30

	✓		Implementor
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

60

	✓		
1			
2			
3			
4			
5			
6			

90

	✓		
1			
2			
3			
4			
5			
6			



How many competitors do you have in your market that use **discounting** as the primary method for **recruiting**?

- a. Less than 1
- b. 1-2
- c. 2-4
- d. 4+



How many competitors do you have in your market that use a **new business model** as their primary **differentiator** for recruiting?

- a. Less than 1
- b. 1-2
- c. 2-4
- d. 4+



How many competitors do you have in your market that are the same brand that compete for recruits in your market?

- a. Less than 1
- b. 1-2
- c. 2-4
- d. 4+



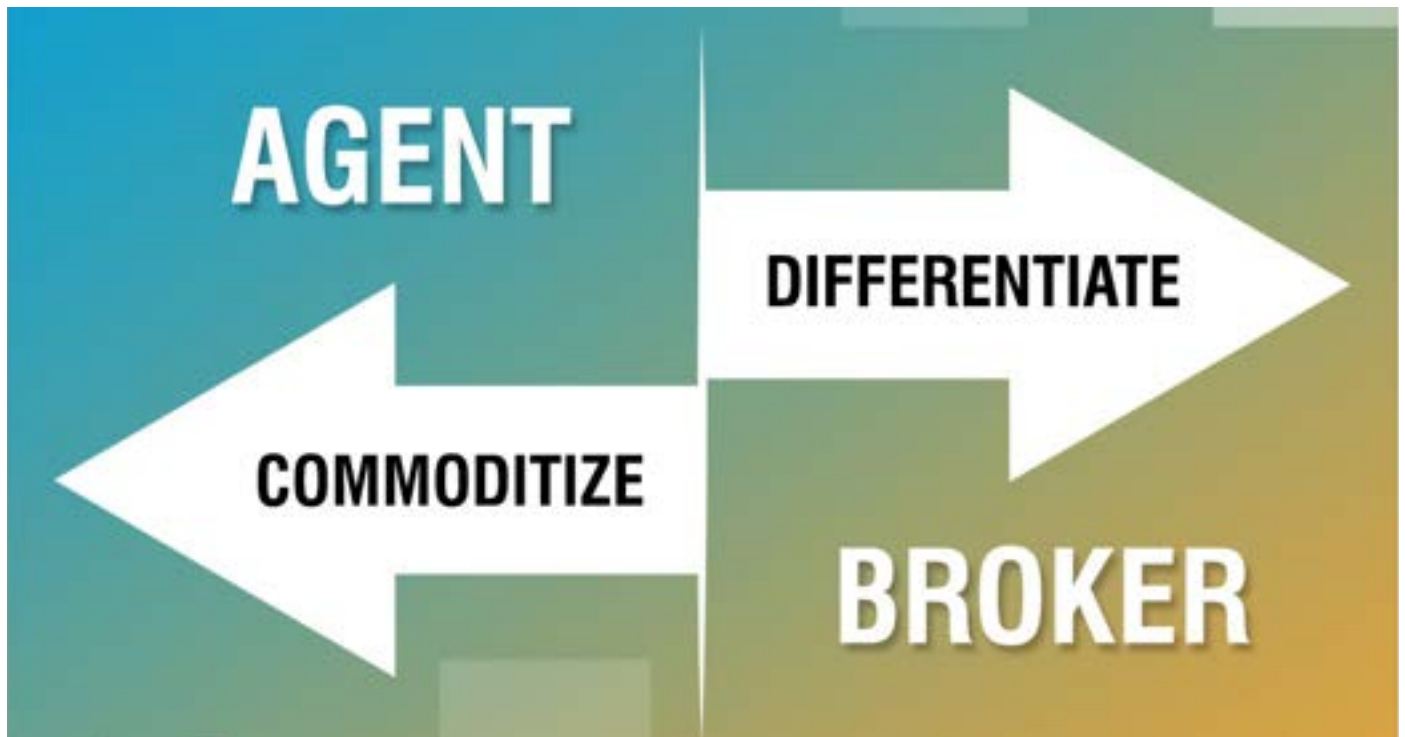
Brands That Differentiate



30 Most Recognizable Brands

- | | | | | | |
|-----|---|-----|---|-----|---|
| 1. |  | 11. |  | 21. |  |
| 2. |  | 12. |  | 22. |  |
| 3. |  | 13. |  | 23. |  |
| 4. |  | 14. |  | 24. |  |
| 5. |  | 15. |  | 25. |  |
| 6. |  | 16. |  | 26. |  |
| 7. |  | 17. |  | 27. |  |
| 8. |  | 18. |  | 28. |  |
| 9. |  | 19. |  | 29. |  |
| 10. |  | 20. |  | 30. |  |

The Law of Differentiation



Biggest Myth in Real Estate

**YOUR BRAND
WILL DIFFERENTIATE
— YOU —**

Most Important Rules of Differentiation

There is no good or bad
There is no right or wrong
There are only differences



More Important Rules of Differentiation



Differentiators must be:

- Specific
- Quantifiable
- Linked to an impact
- Provable
 - Case Study
 - Validation Video

Some Differentiation Possibilities



- Vision and Culture
- Training and Support
- Brand Awareness/
Market Share
- Lead Generation
- Use of Technology
- Sales Tools
- Size of Company

Top 5 Differentiators: Communicating

#	Differentiator	Impact (Transactions & Dollars)	Collateral (Planned or Existing)
1			
2			
3			
4			
5			

Breakout Rooms: Top 5 Differentiators



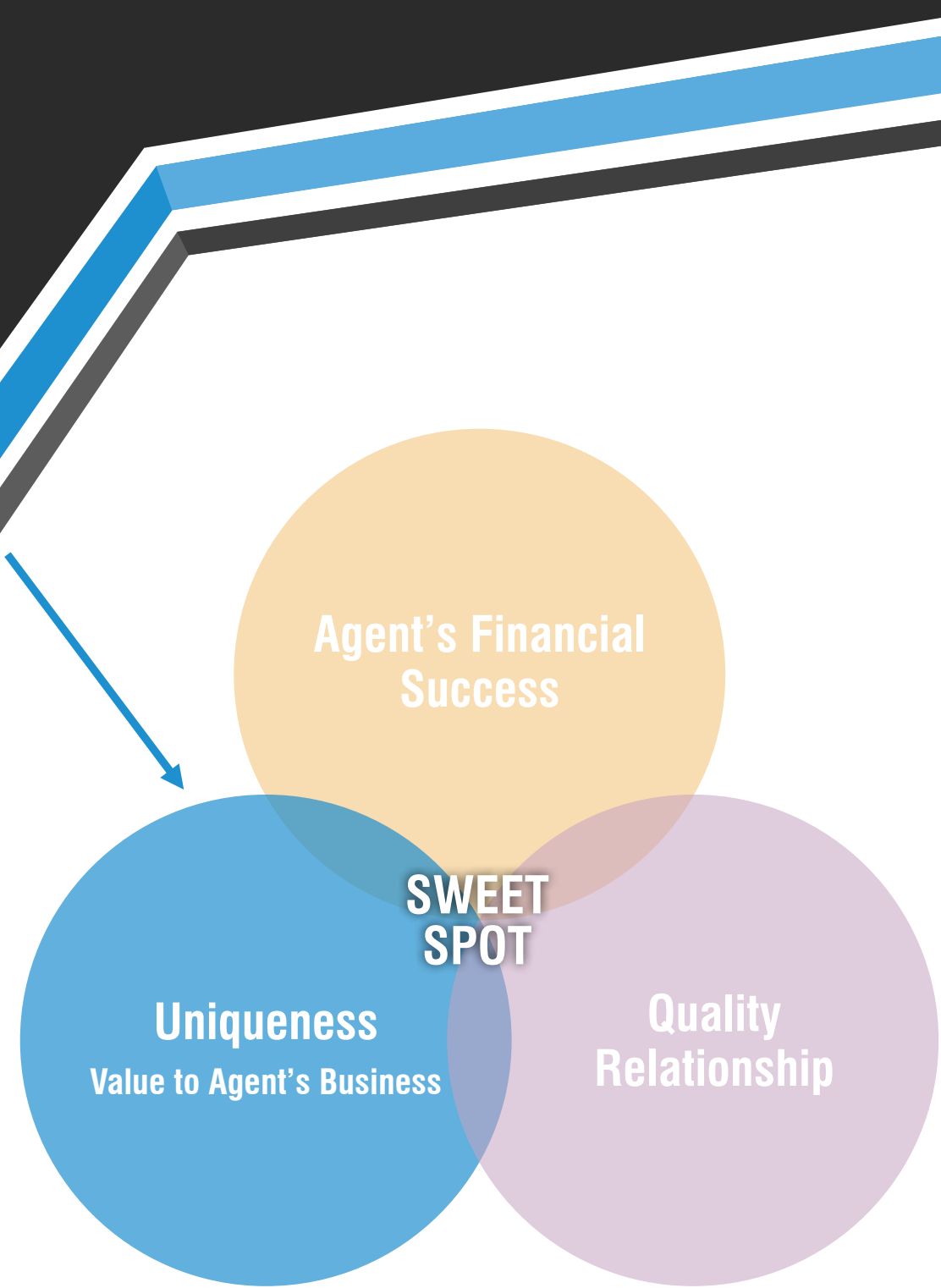
Recruiting & Retention



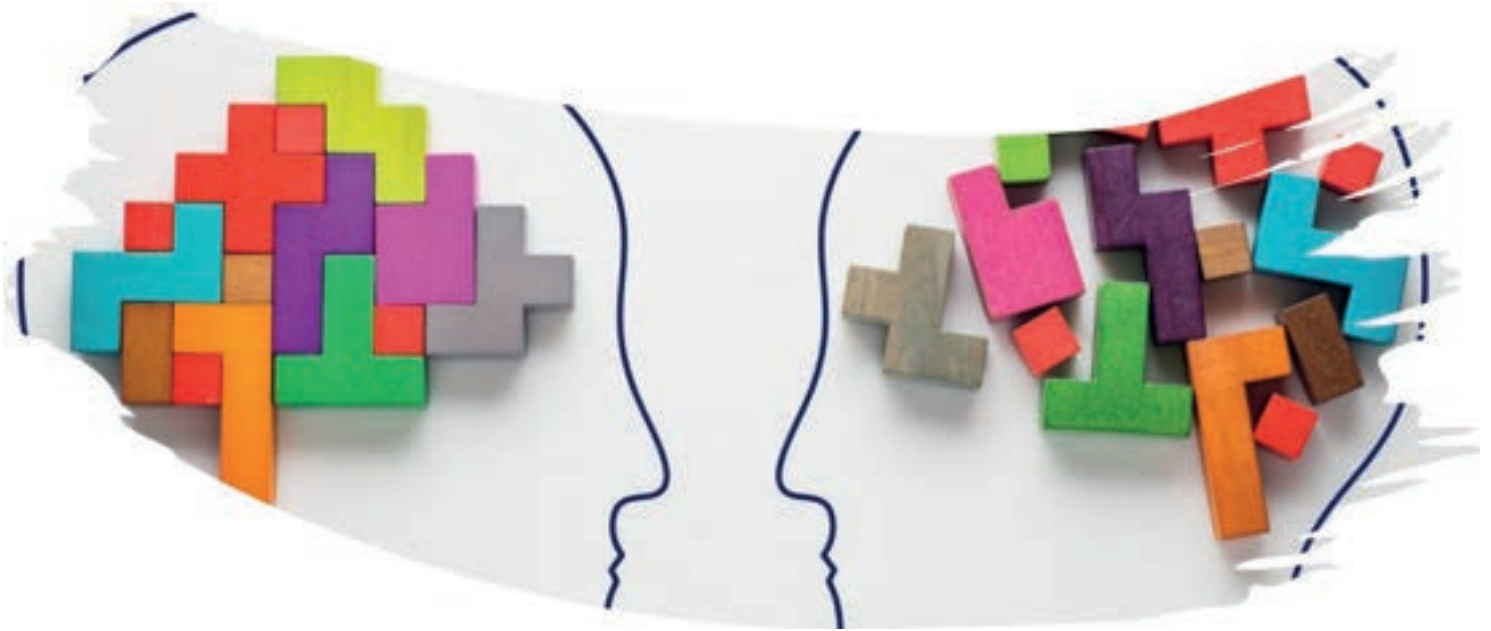
Top Reasons Agents Leave



Today's Focus: Uniqueness



Consultive Mindset vs. Sales Mindset



Know Your Competitors

- Know your competitors' differentiators as well as you know your own
- Focus on differences
- Weaknesses shouldn't be communicated as such, just differences
- Stick to facts – if you embellish you will have no leadership credibility

Know Your Competitors Tool

Name Of Competitor: _____

Commission Cost First \$100,000: _____

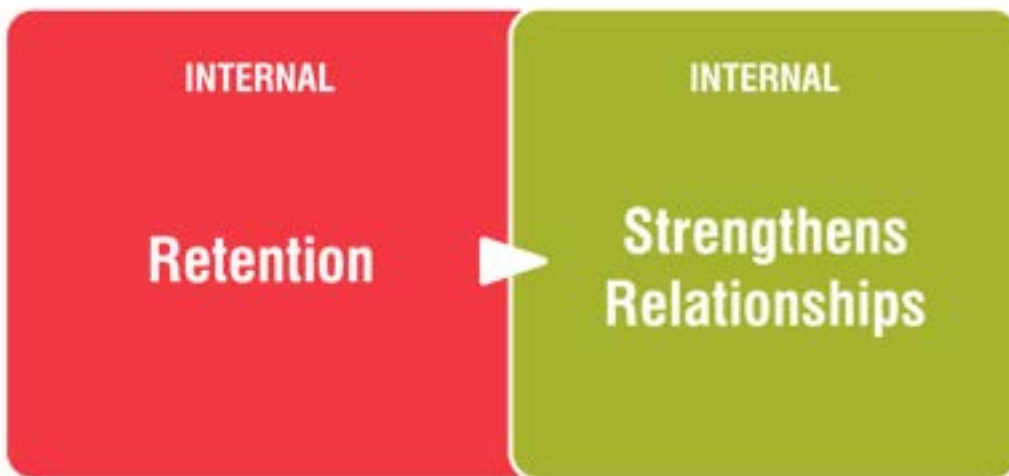
Commission Cost Next \$100,000: _____

	Their Top 5 Differentiators	Impact They Promote	Impact From Research
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Breakout Rooms: Know Your Competitors



External & Internal Communications



Internal Marketing: Strengthening Relationships

Group Meetings (In Person & Virtual)

- Training sessions
- Office meetings
- Company gatherings
- Event Marketing



E-mail

- 26 touches per year
- Newsworthy events
- Good news or success story!



Websites, Digital PDFs, Videos

- Case Studies
- Validation Video
- Statistical Validation



1:1 Meetings

- One differentiator
- Good news!



External Marketing: Building Relationships

Group Meetings (In Person & Virtual)

- Agent appreciation events
- Training events
- Other event marketing



E-mail

- 26 touches per year
- Newsworthy events
- Good news
- Success story!



Websites, Digital PDFs, Videos

- Case Studies
- Validation Video
- Statistical Validation



1:1 Meetings

- ICC process – Relationship Building
- GAP & Business Case
- DM



30/60/90 Day Action Plans

Name _____

Date _____

30

	✓		Implementor
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

60

	✓		
1			
2			
3			
4			
5			
6			

90

	✓		
1			
2			
3			
4			
5			
6			

30-Day Strategic Action Plan

	Goal	Actual
Number of Recruiting Meetings		
Number of Retention Meetings		
Days Off		
Hours invested strategic and financial review		

EDI Dream Team Top 20

Stage

	✓		
1			
2			
3			
4			
5			
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7			
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9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Quarterly Strategic Plan

QUARTER Year

Focus For Quarter

1. What accomplishments are you most proud of during the last quarter?

2. What conditions are impacting growth right now?

3. What will you focus on to drive growth in this next quarter?

Ask Any Question



- Differentiation
- Competitive Comparison
- Internal Communication
- External Communication
- Competitive Threats/Issues
- ???

Reflection



Reflection

What were the **most valuable** parts of today's workshop for you?

Upcoming Events

Golden Ticket

Recession Proof Your Business

Which Brokers Will Survive?

2:00 - 4:00 EST

January 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Dollarizing Your Uniqueness

2:00 - 3:30 EST

January 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Workshop 1 Revisited

Take Control of Your Business

10:00 - 4:00 EST

February 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Workshop 6

Attrition Eliminator

10:00 - 4:00 EST

April 2023						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



 **INNER CIRCLE
COACHING**