



Mark Sampson

This Article
Compliments of Call Realty
www.pvsouthbayrecareer.com

Agents: Commit from the Top-Down and Gain Alignment from the Bottom-Up

By Jon Cheplak

Where are you going and “how” are you going to get there? Is it marketing, technology, coaching and training or a combination of all of the above and then some?

My experience with agents is that it doesn’t matter what you do, as much as it matters that you do it...not rocket science is it!

It’s really about creating on a daily basis and staying ahead of the game and on track with your objectives vs. reacting to all that takes place around you and playing catch-up. The latter, definitely a recipe for failure.

Naturally, my number one suggestion is lead generation. So what does that look like from your view? Keep in mind “trying” and “testing” won’t get it done; “commitment” and “consistency” is where you will find results. **It’s time to commit!**

What does commitment look like in lead generation? Making a decision to determine the outcome of your efforts, define strategies and tactics, taking the action, and most important, declaring this to your family, fellow agents, manager, broker and aligning them to the process.

I continue to be amazed at the lack of planning that takes place at the agent level as well as the leadership level. What kind of planning do I mean? A written business plan for agents (the office needs one too) or even something as simple as a *clearly articulated lead generation* plan. You can almost get away without having a business plan as long as you have your lead generation plan and strategies in place. Remember, new leads will solve *any*, and I mean *any issue you are experiencing*. It’s time to commit!!!!

COMMIT TO THE PATH YOU ARE GOING TO TAKE AND TAKE THE ACTION

Now you know where you're going; how about if you had some support to accomplish your objectives? That support would be from your sphere, the people you declared your intentions to. Here are some guiding principles in gaining alignment from that sphere.

1. Declare where you're going, how you're going to get there and ask for support. [Declaration = Manifestation].
2. WFM: Everyone wants to know "What's in it For Me" before they jump on board and support an initiative. In the case of Lead Generation it means more signs, more market share, YOU become the leader/expert in that environment and more business and more income. Again simple math!
3. Measure your strategies consistently. You can't manage what you don't measure. On a monthly basis, provide yourself or assistant or manager with a tracking report that measures your efforts. Don't make it a secret, they're in on this with you and need to know where you're at.
4. Acknowledge your sphere for what you expect. A simple principle in all areas of your business. The number one need of human beings is to be loved and recognized. Love and recognize your support sphere for the efforts and results that contribute to your objectives.

Make a decision, carry it forward, educate, align and acknowledge your support sphere for their efforts. Regardless of what you commit to, they will ride along and support you. That's committing from the "top-down" and gaining alignment from the "bottom-up".