Recruiting and Selecting the Right Agents

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Did you interview this guy?

And this guy shows up for work?
Three things you’ll get from this session

• Why every hire must count
• The top traits required to be successful as an agent
• How to identify those traits when recruiting new agents
SOME YOU MAY RECOGNIZE
Partnered with NAR to uncover the traits of a high performer

Studying top performers across the nation
Using the data to create a benchmark

• Recruiting and Selecting new agents
• Developing existing agents
Why is this important?

What are the costs to our industry of hiring poor performers?

- Energy drain
- Loss opportunity
- Damage our reputation
WHY IS THIS IMPORTANT NOW?
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The days of hiring 10 agents and hoping 2 were superstars are dwindling

Every hire needs to count!
Hire for Values and Behavior, train for skills.

When we get this blend right, we see top producers.
Behavior

Assertiveness
Sense of Urgency
Persistence
1. Personal Interaction
2. Versatility
3. Frequent Change
4. Consistency
5. Persistence
6. Customer-Oriented
7. Following Policy
8. Competitive
9. Sense of Urgency
10. People-Oriented
11. Organized Workplace
12. Analysis
12 Behavioral Traits Related to Job Performance

89% of the top producers

81% of the top producers

84% of the top producers
Passion
Love of learning
Driven to Achieve
Extrinsic -vs- Intrinsic Motivation
• 91% have UTI #1 or #2 position
• 91% have UTI above the mean
• 84% have TRAD above the mean
• 73% have SOC below the mean
Soft Skills

Time Management
Negotiation
Teamwork
25 PERSONAL SKILLS RELATED TO JOB PERFORMANCE

- Interpersonal Skills
- Continuous Learning
- Customer Focus
- Futuristic Thinking
- Self-Management
- Resiliency
- Flexibility
- Problem Solving Ability
- Presenting

- Leadership
- Persuasion
- Conceptual Thinking
- Decision Making
- Conflict Management
- Creativity
- Teamwork
- Empathy
- Written Communication

- Goal Achievement
- Diplomacy & Tact
- Negotiation
- Planning & Organizing
- Employee Development
- Personal Accountability
- Understanding Others
We found the top three traits among 84% of the top producers to be:

- **Problem Solving Ability** - Anticipating, analyzing, diagnosing, and resolving problems.
  - Rating: 7.5*

- **Personal Accountability** - A measure of the capacity to be answerable for personal actions.
  - Rating: 7.2*

- **Resiliency** - The ability to quickly recover from adversity.
  - Rating: 7.2*
INTERVIEWING FOR THE TOP TRAITS

**Customer Oriented:** When a Customer-oriented mindset emerges as a behavior, the agent:

- Asks the clients thoughtful questions and actively listens to their answers
- Takes time to build trust and loyalty
- Creates warm environments where clients feel comfortable starting conversations, asking questions or getting information
**Customer Oriented**

• Give me an example of how you build loyalty and trust with a buyer.

• Describe how you take responsibility for an issue your buyer is having.

• Tell me about a time when you turned a disgruntled client into a satisfied one.
WANT MORE? HERE ARE 3 WAYS YOU CAN MAKE EVERY HIRE COUNT

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Want more? NUMBER 3
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- Soft skills
- Behavioral skills

9 point top producer comparison

20 Minute phone consultation
3 WAYS YOU CAN MAKE SURE EVERY HIRE COUNTS

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