



## Energizing From the Inside Out: How to Re-Motivate Your Seasoned Agents to Lead Them to Profits in Challenging Markets

Your market isn't driving sales. Your agents are in a slump, discouraged, de-motivated. YOU can energize them, motivate them, and create an exceptional sales atmosphere—and create an unbeatable recruiting tool. In this presentation, you'll learn exactly how to energize, motivate, and pull them out of slumps. You'll become the leader you were meant to be.

**Warning: This isn't just motivational.** This is full of 'meat'—specific actions to immediately take to get your seasoned agents back into production.

### In this Presentation:

- ◆ How to recognize the critical signs that show when you must engage leadership actions to re-energize your office
- ◆ How to 'systematize' your re-energizing process so it works for you when you aren't working
- ◆ How to pick those agents who absolutely will prove your process works—and get everyone 'on the bus'
- ◆ How to use motivation to get your valued agents into production and enthusiastic about *work*
- ◆ How to use the 'test market' approach to get the courage to take the necessary leadership steps
- ◆ How to create the one recruiting tool that will absolutely set you apart and allow you to hire *almost anyone you want*
- ◆ How to use the dreaded *termination* for positive impact on your office, your image, and your culture

This could be the most important presentation you'll ever attend. It will certainly change the way you manage, change your production, and change your profit—all for the better. It's a new world, and here's your opportunity to lead in it!

Carla Cross, CRB, MA, has helped owners and managers become pro-active leaders for over 15 years, as well as turning failing offices into 6 figure profits in very tough times.

**For:** Owners, Managers, Trainers, Agent Team Leaders, Peer Coaches

**Time Frame:** 1-1/2 to 3 hours

