



The 'Fierce' Leader: The Ten Steps to Build or Rebuild Your Company in Tough Times

A Presentation for Owners and Managers for Challenging Markets

What worked in 'fast' markets just isn't working today. In this fast-paced presentation, you'll be able to pinpoint the fatal mistakes managers make that predict a low-producing office (and keep making, even though the market just won't forgive those mistakes today). Then, you'll find out the ten steps (even in order!) to take to absolutely guarantee a healthy bottom line—even in the toughest markets. You'll gain the confidence to make these moves, because your presenter will provide solid, foundational action plans for you to take home. Carla Cross turned 2 offices and a region around to exceptional profits, and she has researched dozens of exceptional owners and managers who put these principles to work to assure healthy profits—especially in challenging markets.

In this presentation:

- ◆ The predictable failure of the 'maintenance' manager—and why it isn't working today
- ◆ How company culture discourages the emergence of the 'fierce' leader—and what to do about it
- ◆ The job description and qualities of the 'fierce' leader—which works today to create a foundation of long-term profits
- ◆ The ten steps the fierce leader takes to build or rebuild a real estate company
- ◆ New recruiting magnets the fierce leader exploits (at 'maintenance' managers' expense!)
- ◆ Selection techniques the 'fierce' leader uses to choose the right candidates for a 'fierce' real estate office
- ◆ Coaching and training techniques the 'fierce' leader puts in place to create a truly 'fierce' real estate office
- ◆ Creative retention techniques the 'fierce' leader uses to create long-term loyalty
- ◆ Community courage: New systematic communication techniques which bring agents into a management mentality

This presentation is for those managing 9 or 900. Carla makes sure her strategies are adaptable to any size office. You'll walk away with ready to use, practical fierce strategies—profit moves Carla and others have proven work to deliver profits.

For: Managers, Would-Be Managers, Trainers, General Managers, CEOs

Time Frame: 1-1/2 to 3 hours; can be a one or two day workshop

Includes: An outline and ready-to-use handouts

Special equipment: A piano if requested

