

# Up and Running Small Group Coaching

## Most Asked Questions and Session Content

**Up and Running Small Group Coaching is created simply to provide you training, coaching, accountability, and support to start your career fast or regenerate your career with business habits and skills that will last you throughout your career.**

**Our goal for you: Over 2 transactions during the program!**

**Below are the answers to our most-asked questions.**



### Who should take part in the Up and Running Small Group Coaching Program?

A newer agent who wants a solid, proven business start

An experienced agent who wants to step past career barriers, rejuvenate a career, or meet the challenges of a 'tough' market.

If you have achieved over 12 sales in each of the past 3 years, you need Career Achievement one-on-one coaching.

### How much is the program per session?

Up and Running is the most effective, and cost-effective answer for the newer and seasoned agent at \$50 per coaching session. If you factor in the benefit of \$470 in training and coaching materials, your coaching session cost is less than \$30 per session—and, you're getting coached with a professional real estate-trained coach in Carla Cross's proven systems.

### Why would a newer agent need Up and Running Small Group Coaching?

⇒ Because you want to succeed—and you want to succeed fast. Unfortunately, over 50% of new agents each year fail to complete even their first year in real estate. Why? Because they do not have the guidance to stay on track. They do not have a start-up plan. They do not have an expert coach who is checking with them closely enough to assure they are going to make money fast. They get all kinds of conflicting advice, and do not have the background (they have never been in real estate before!) to prioritize it. Do not let that happen to you!!! For such a small investment in yourself, you will get the right start-up plan, you will get a great coach, and you will get exceptional encouragement to counter the tremendous ups and downs of your first year. You are worth it! Your success is worth it!

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**CARLA CROSS**  
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## Will I get any individual time with my coach?

- ⇒ Yes. The first session is an individual one with your coach, so you can get to know each other. We want to know exactly how you like to work and what your goals are. You are also welcome to email your coach with your concerns between sessions. We want you to succeed!
- ⇒ By the way, your coach has been personally trained by Carla Cross, and has extensive experience and success training and coaching new agents to success fast.

## Who will be my coach?

First, our coaches are all real estate professionals, successful as agents, managers, and coaches. We believe only those experienced in selling real estate would be great coaches for you. Your coach is an expert in working with new and newer agents to assure they get started fast—and make money right away!

## How are the teaching topics organized?

- ⇒ We want to help you build a *very strong business foundation*. So, we have organized the topics in a very particular order, **based on our decades of experience training and coaching** new agents to great success fast. This is a very highly organized and structured coaching environment, to assure you can succeed at the highest level. Our aim is to give you the information you need just when you need it to perform the next meaningful assignment in the field. Your coach/trainer will teach and answer questions on these carefully chosen session topics, so, you will get solid training along with your coaching. This information is to be put to work right now, to help you sell more houses.

## How will I keep track of what happened and what I'm supposed to accomplish in each session?

- ⇒ We have made the client manual very thorough and easy to follow (it is over 300 pages, with a value of \$300. It is one of the most comprehensive training/coaching manuals ever assembled.) It has a very explicit listing for every assignment. It has recommended resource materials to support your work.
- ⇒ the reports your broker also receives monthly, if your broker registered you as part of a group of 5 or more agents at one time—so your broker can support your efforts at the highest level possible.
- ⇒ You will also be summarizing your accomplishments monthly, so you are sure you are really making progress. You will tell us, too, how you feel about your progress in the program. Twice during the program, too, we will be surveying your 'customer satisfaction' via an email survey. We want to assure that you are stunningly please with our program!



## How will I keep track of my accomplishments—and how will my coach keep track?

- ⇒ You will have several regular business reporting documents to complete every week. These are reporting sheets concerned with lead generation and working with buyers and sellers. These include an Excel spreadsheet which helps you set your goals and track your actual accomplishments, so you are thinking like a mega-agent daily.
- ⇒ You will have other work to complete that is critical to your early professionalism. This builds great success habits (less than 5% of agents know what you will know about how to make lots of money fast!)

Your coach has a special work sheet that your coach completes each week. This is one of the unique tools created by Carla Cross Coaching to assure your coach is completely accountable to your success.

## How much time will it take to do the work?

- ⇒ This coaching series is ‘real life’. The work consists of those most meaningful business activities you would do if you were doing your business in the most effective and efficient way possible. For example: You have lead generating work each week. Why? So you can meet more people and sell more houses! We promise you that you will not have any non-meaningful, non-important ‘busy work’! So, the answer is that the coaching series **does not take any ‘extra time’**. Doing the work *is* your career day—when you are working at optimum. For those of you not working at optimum: We will help you build new success habits to replace some of the non-productive time you have spending with productive time, so you will make more money!

## What kind of work will there be?

- ⇒ **The specific, critical activities to make you lots of money!** There are two types of work:: Business producing (lead generation, working with clients, closing) and business supporting (creating systems, practicing skills, research). We want to teach you to create and implement an effective, prioritized business start-up plan, so, the work has a deeper meaning. All of these highly prioritized activities are related to your prioritized business start-up plan. We do not want to just teach you great ‘stuff’. We also won’t give you ‘busy work’. Our work is chosen to help you create a mega-agent career--faster than you ever thought possible. We want to teach you and coach you a great start-up plan. So, everything we ask you to do has a prioritized importance to your success—or it is not included!



## What can I expect to accomplish by the end of the program?

Our goal is to help you gain **at least 2 transactions during your three months with us** (many of our clients achieve much more). In addition, we want you to feel extremely competent—and confident—by the end of this 90-day program. So, you will be doing the things the future mega-agent does to establish and practice an exceptional career.

This is what you'll accomplish (just what the mega-agent of the future would do):

### Business Producing Activities (those that lead to lots of sales)

**(lead generation, working with buyers/sellers, closing)**

There are a total of 300 lead generation calls assigned, plus 2 open houses.

These lead generating calls are generated from these sources:

- People you know
- Circle prospecting
- For-sale-by-owners
- Open houses

Sources may be adjusted for the market or the area.

We will help you create the right start-up business plan for you—a plan designed to exceed your goals.

### Results of lead generation:

- ◆ We expect that agents will earn at least 3 listing appointments and 1 marketable listing, and have one listing sell
- ◆ We expect that agents will find and work with at least 16 active buyers, and complete 1+ sales\*

\*We can not guarantee sales and listings, but, with this high number of lead generating activities, plus skills practice, and professional packaging, agents are well prepared to close buyers and sellers!

### Business Supporting Activities

**(skills practice, packaging, preparation)**

You will have a polished, confident sales professional and presenter. You will have practiced all major objection answers, all major sales skills, all major types of sales calls, will have put together complete buyer and seller systems, and will have a professional portfolio. **You will have the sales skills and sales systems to compete with the most polished, experienced pros.**



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## What happens in each session?

- ⇒ The sessions are 45 minutes each, once a week for 12 sessions. You will accomplish three important things in every session.
- First, you will share your accomplishments from the prior period of time. Those will be the assignments you have done in business development and business support. This helps you feel motivated, confident, and focused. Others on your team will contribute to your learning, so you'll walk away with lots of proven ideas in how to be successful.
  - Second, you will hear a 'teaching moment'. Your coach will teach you the newest material in the session, which is outlined in your coaching manual. This will greatly increase your confidence and sales ability, so you can compete with anyone anytime.
  - Third, your coach will go over the new work for your next session. (These are explicitly in writing at the end of each coaching session). This work is to help you form life-long career habits which mega-agent exhibit every day.

## I see there are over \$470 of resource systems included in the program. How will I use them?

- ⇒ Your Up and Running client manual is your main guide. (a \$300 value). It refers to assignments in specific chapters in your book/CD series, Up and Running in 30 Days. (A \$100 value) This book and CD series is your business start-up plan. It also has training on sales skills and sales calls, to support the training and work you will be doing in your coaching program. You will see reading/listening assignments in your manual to provide you all the information you need to lead generate and work with buyers and sellers with confidence. In addition, you will receive your own 20+ page report on your behavioral profile, (A \$70 value), which offers you great insights into your strengths, who you work well with, and how your coach can work with you. Great agents use these tools to sell more types of people more often—and so will you.

What you will receive:

- ⇒ Your 300 page client manual (a \$300 value), which has one introductory CD and one CD on behavioral profiles, plus a 'document' CD with many sales scripts, forms, and even Excel spread sheets to help you track your accomplishments
- ⇒ Your Up and Running in 30 Days program, which includes a 232 page resource book, 3 audio CDs, and one document CD with actual role plays of sales calls and sales skills (a \$100 value)
- ⇒ Your behavioral profile (a \$70 value)



## Are there other resource materials I could purchase at a discount, since I'll be in your program?

Of course. We want to make it easy for you to succeed quickly, to become a top producer.

You can buy the Up and Running resource package for a deep discount, which includes:

- Your Professional Portfolio (\$100 value)
- The Client-Based Marketing System (\$200 value)
- Your Complete Buyer's Agent Toolkit (\$200 value)
- Buyers' and Sellers' Objection-Busters (\$100 value)

You'll save hundreds of dollars. All you have to pay for, in addition, is shipping. Check with our office for latest discount pricing.

## Is there a discount for your Up and Running clients if they become Career Achievement clients?

Yes. They may registered for the one-on-one advanced coaching program for \$1700.

## I'm a broker who, quite frankly, doesn't have time to do the coaching I'm sure it takes to get my new agents successful fast. Do you have a special program for me?

Yes, we do. When you register 5 agents at once, you receive these additional benefits:

- A **pre-program call** from the coach, explaining the program and helping the broker get the accountability forms signed and the right people into the program
- **Regular progress reports** from the coach to the broker regarding each agent in the program
- **"Red Alerts" reports** to the broker from the coach, if an agent isn't doing the work, so the broker can step in and help get the agent back on track
- From Carla Cross Coaching: **Three complimentary broker group coaching calls** throughout the year, to coach brokers to higher productivity and profitability
- A special 'broker's resource package'— hundreds of dollars of resources at a deeply discounted price

You will save your precious time, and, instead of losing 50% of your new agents that first year, and losing seasoned agents to market challenges, you will greatly increase your retention—and the dollars you earn from them. We'll help you recruit and build your office with confidence.