

Team Leadership Academy Agenda

Day One Wednesday, May 15, 2019	Day Two Thursday, May 16, 2019
7:30 am Breakfast Registration	7:30 am Breakfast
8:30 am Program Start 12 Noon Lunch	8:30 am Program Start 12 Noon Lunch
<p>SESSION 1</p> <p>What does the future hold for teams?</p> <ul style="list-style-type: none"> • The evolution of teams • The 5 stages of a team • Key industry changes and trends 	<p>SESSION 1</p> <p>Is your team running efficiently?</p> <ul style="list-style-type: none"> • Systematize, automate, optimize • The best CRMs and Lead Management Tools • Establishing policies and processes: What to document, when and how. • Dashboarding and integrations
<p>SESSION 2</p> <p>How profitable is your team?</p> <ul style="list-style-type: none"> • The 5 successful compensation models • Smart financial decisions and effective budgeting • Team profit drivers and destroyers • Track bottom line expenses and KPIs • The right and wrong way to report profit 	<p>SESSION 2</p> <p>Are you optimizing your marketing dollars?</p> <ul style="list-style-type: none"> • Team name vs personal brand – a candid conversation • Team branding: The why, what, how and how much • Where to spend your marketing dollars for the best ROI • Lifetime Referral System for teams and agents • How to protect team vs. agent databases
<p>SESSION 3</p> <p>Is your team experiencing healthy growth?</p> <ul style="list-style-type: none"> • Recruit top talent for the right jobs • How to interview, hire “A” players and fire the bottom 10% • Red carpet onboarding and training for success • When to hire an Inside Sales Agent (or Lead Conversion Partner) • Job responsibility outlines or JROs • Reviews – winning, losing and being a hero • Create your team value proposition 	<p>SESSION 3</p> <p>Is your team treating leads like gold?</p> <ul style="list-style-type: none"> • Pros and cons of hiring a lead conversion partner • How to allocate leads fairly • Follow up expectations and enforcement • Ensure consistency through conversion scripts • How to set benchmarks, track results and optimize
<p>SESSION 4</p> <p>Do you have an exit strategy?</p> <ul style="list-style-type: none"> • Team models: pros and cons for long-term success • Establish the best model to support your exit strategy • Create a residual income for life • Succession planning: How and when to sell 	<p>SESSION 4</p> <p>Is your team inspired?</p> <ul style="list-style-type: none"> • Managing vs. Leading – knowing the difference and when to wear each hat • Nurturing a team culture • Inspiring reward and recognition programs • Lighting a fire within using scorecards and accountability tools
5:00 pm Program Wrap	5:00 pm Program Wrap

** These times are approximations only and may vary.*