

SWAT Team

SWAT = Seeking Worthy Agents Tenaciously

You know about the competitor's office closing. Urgency is the name of the game. Your 20% just became your 100%. You must call these agents and call them quickly.

Every Market Center should have a SWAT Team – put one together before you need it.

The SWAT Team can be made up of 3-4 ALC members. The key is that these agents should be strong listing agents so their names are known by agents from the other office.

Give the SWAT Team the script. Have them practice it over and over again. Ask them to make live calls. Give them your schedule so they know what times they are booking to. And the competition begins! Encourage them to call each other and brag about how many appointments they have booked.

Never lose sight that this is an opportunity to help each other and to help these agents whose office is closing. Our KW agents will build their profit share trees and build the Market Center.

Pull a hit list of the agents from the company that is closing who you want in your Market Center. Review the list with the ALC members/SWAT Team members and ask who has had a cross sale with anyone on the list – if there is already a relationship, that should be respected before calling. The other names get divided up and everyone must be reached within 48 hours.

Remember – other brokers are calling them too. When a broker calls, the agents can get upset because they feel the broker only sees them as a number, or money added to the bottom line. When an agent calls them, it feels different and gives them an opportunity to talk.

Make certain the agents don't try to recruit them. They are calling to set an appointment with you, the team leader. When the agents call, they must come from contribution. They must believe in their hearts that this call will help the agent.

SCRIPT FOR SWAT TEAM AGENT:

Hello is (potential recruit) there?

(Name of potential recruit), this is (your name) from Keller Williams. I had a cross sale with you back in (month it closed or just say in the past). I really enjoyed the transaction and I heard you were making a move to a new company. Is that correct?

Wonderful!

I was wondering if you would like to talk to the person who consulted me when I was making an important decision like that?

Who's that?

My team leader (team leader's name). (List some of the TLs accomplishments/credentials)

Why would you offer that to me?

Because during our transaction I thought you were a great agent and I believe you deserve a great opportunity. (go to the close)

I think you're just trying to recruit me.

I can understand why you'd say that. After all, everyone is going to try to recruit great agents like you. (team leader's name) will consult you – that means ask you questions so you can make good decisions about your move as well as your business. He/she is not going to try to make you do anything. Have you ever been consulted before?

If Yes:

Then you know exactly how valuable this will be. (go to the close)

If No:

Fantastic. You are in for a great experience. (go to the close)

After all, think about getting great information so you can make a great decision. But the decision is always yours to make.

I've already made a decision as to where I'm going to go. – or – I've made my mind up already.

Good for you. I'm just curious. Has there ever been a time in your life when you made a decision and later found out there was a better decision you could have made?

Yes. Well, this time is like last time...may I explain? You made the decision to join the company you're currently with and here you are making a decision that you're forced to make. What if you haven't explored all the possibilities and you find out later there was a better company for you and your business? I'd hate to see what it would do to your business for you to have to make another move later. You know (name of potential recruit), you owe me nothing and you owe the other company nothing, but you do owe yourself and our business the very best. Don't you?

It will take 15-20 minutes of your time to know whether you want to stay longer. Since I consult with (team leader's name), I know this would be worth your time. What time would you be available tomorrow or (name of next day) to have a consulting session with him/her? Great! I have his/her schedule. Let me pencil you in at that time. Would you like to meet at our office or at Starbuck's?

Or

Frankly, he/she doesn't have any openings at (the time they state), but here's what I can do: I'll give you my consulting appointment time so you can see first hand how consulting helps you and moves your business forward.

CLOSE:

Although he/she is very busy, I think there is a good chance that I could get you into see him/her if you want. He/she is the one I meet with monthly to consult me in my business decisions and hold me accountable to the progress I want to make.

Frankly, if he/she doesn't have any openings, I'll give you my consulting appointment time so you can see first hand how consulting helps you and moves your business forward.