

Ice Breakers



Ideas For Conducting Captivating Sales Meetings

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Ice Breakers

What is an Ice Breaker?

An “ice breaker” is a device you can use at weekly sales meetings (and other types of meetings) to grab your Sales Associates’ attention. A strong opening will immediately engage your audience and pique their interest. Ideally, the ice breakers you use will encourage meeting participation, build excitement, and motivate your Associates. In order to make the greatest impact, your ice breakers should be **relevant**. Remember to tie in your ice breaker to the topic that you are discussing during the meeting.

Examples of ice breakers include:

- Role plays
- Puzzles
- Anecdotes
- Questions
- Visuals
- Prizes
- Strong statements
- Props
- Unusual statistics
- Jokes

This book provides several ice breakers for your weekly sales meetings. Each ice breaker is a guideline to be used when planning your meeting. The ice breakers are organized according to the S.U.C.C.E.S.S. priorities, along with some miscellaneous ice breakers at the end of this guide:

Send out at least 250 direct mail pieces every month.

Use the 2-step customized Weichert listing portfolio on every listing presentation. Complete the Getting to Know You brochure on the first step and include the Price Trend Analysis on the second step for every listing.

Conduct a minimum of 2 Open Houses per month with 8 directional signs per house. A minimum of 3 Open Houses each month for new Associates (Call all attendees within 24 hours.)

Call a minimum of 100 neighborhood homes weekly. A minimum of 200 calls for new Associates. *More, if you have not booked at least one appointment.*

Engage in your sales office meeting, sales training, call session and caravan every week. New Associates attend and complete Fast Track.

Spotlight GOLD Services with every buyer and every seller, every time.

Secure business by using the Weichert tools: Stay up to date on sales tips and strategies by accessing Weichert Sales Associate Resources on WeichertOne.

Ice Breakers

Tips For Using Ice breakers

- Tie in your ice breaker to the topics that will be discussed in your meeting – make it relevant
- Use the ice breakers to grab your Sales Associates' attention and then transition into the topic
- Incorporate your knowledge and experience to customize the ice breakers to make them “your own”
- Be creative - Modify the ice breakers according to the topics/areas of need for your office
- Your ice breakers are only as good as your questioning skills – think of what questions you want to ask the group ahead of time and know what answers you want to elicit

Ice Breakers

Ice breaker List

Send out at least 250 direct mail pieces every month.

| | |
|-----------------|---|
| Direct Mail Man | 6 |
| Power Wall | 6 |

Use the 2-step customized Weichert listing portfolio on every listing presentation. Complete the Getting to Know You brochure on the first step and include the Price Trend Analysis on the second step for every listing.

| | |
|--------------------|---|
| Catchy Slogan | 7 |
| Do More, Earn More | 7 |
| The Difference | 7 |
| Wall of Fame | 8 |
| We Belong Together | 8 |

Conduct a minimum of 2 Open Houses per month and display 8 directional signs per house. A minimum of 3 Open Houses each month for new Associates. (Call all attendees within 24 hours.)

| | |
|------------------|---|
| Before and After | 9 |
| Open and Close | 9 |
| Set the Stage | 9 |

Call a minimum of 100 neighborhood homes weekly. A minimum of 200 calls for new Associates. *More if you have not booked at least 1 appointment.*

| | |
|-------------------|----|
| Cash Calling | 10 |
| Mystery Jar | 10 |
| Nice to Know Info | 11 |
| Top 10 Fears | 12 |

Engage in your sales office meeting, sales training, call session and caravan every week. New Associates attend and complete Fast Track.

| | |
|--------------------------------|----|
| Caravan Carnivale | 13 |
| First Impressions | 14 |
| Giveaways | 14 |
| Lemonade Stand | 15 |
| Little-Know Facts | 15 |
| Picture It | 16 |
| Picture Me There | 16 |
| Show of Hands | 17 |
| Success Stories and Pitfalls | 17 |
| Team Anthem | 17 |
| Tips from Jim | 18 |
| War Stories | 19 |
| You Have to Be In It To Win It | 19 |

Ice Breakers

Spotlight GOLD Services with every buyer and every seller, every time.

| | |
|-----------------|----|
| Gold Pictionary | 20 |
| Olympic Gold | 20 |
| Pot of Gold | 20 |
| Warm and Fuzzy | 21 |

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| | |
|--------------------------|----|
| Case Study | 22 |
| Delicious Rewards | 22 |
| Extra, Extra | 22 |
| If I Had Five Dollars | 23 |
| Jeopardy Jumpstart | 23 |
| Pop Quiz | 24 |
| Promises, Promises | 24 |
| Scintillating Statistics | 25 |
| S.U.C.C.E.S.S. Club | 25 |
| S.U.C.C.E.S.S. Math | 26 |
| Visualizing Success | 26 |
| Word Scramble | 27 |

Resource: Additional Ice Breakers

| | |
|---------------------------|----|
| I'd Do It; Would You? | 28 |
| Changing Your Perspective | 29 |
| Lost In Translation | 30 |
| Race for the Truth | 31 |
| Scavenger Hunt | 32 |
| Three Differences | 34 |
| Three Things in Common | 35 |
| Unique Experiences | 36 |

Send out at least 250 iMAIL pieces every month.

Direct Mail Man



Objective: Create a contest around direct mail (Weichert Design Center)

Topics: Direct Mail (Weichert Design Center)

Description: Post the visual of the Direct Mail Man in the office. At the meeting, ask the Sales Associates to name the Direct Mail Man. Every time a Sales Associate sends out 250 pieces of direct mail in the month, his/her name gets put in the Direct Mail Man's mail list. At the end of the quarter, put the names from the list in a hat and pull several winners. Each winner gets Weichert Design Center money to be used in future mailings.

Materials: Direct Mail Man (see page 37), Direct Mail Man banner (see page 38), \$ for Weichert Design Center prize

Power Wall



Objective: Demonstrate the power of direct mail

Topics: Direct mail (Weichert Design Center)

Description: Order 250 pieces of direct mail. The night before the meeting, wall paper one of the walls in the office with all 250 pieces. At the beginning of the meeting, ask the Sales Associates what they think of the wall and how many pieces they think are on it. Ask questions such as, "It's powerful, isn't it?" to get the group to think about how effective direct mail can be. Follow up with statements such as, "Think about how powerful you could be if you sent out this many pieces every month." Leave the 250 pieces on the wall as a reminder to send out direct mail every month.

Materials: Weichert Design Center direct mail cards, tape

Use the 2-step customized Weichert listing portfolio on every listing presentation. Complete the Getting to Know You brochure on the first step and include the Price Trend Analysis on the second step for every listing.

Catchy Slogan



Objective: Drive home the importance of using the listing portfolio and Price Trend Analysis

Topics: Listing portfolio, Price Trend Analysis

Description: The night before the meeting, print out the phrase “Do the 2-Step.” (see page 39) Post signs in all parts of the office, restrooms, cubicles, parking lot, kitchen, etc. Wait to see if anyone questions you about the signs. Conduct a discussion around the how and why of using the listing presentation and the PTA.

Materials: Computer and printer, copier, paper, tape

Do More, Earn More



Objective: Use a visual aid to drive home the importance of using the listing portfolio and Price Trend Analysis together on every listing presentation

Topics: Direct mail, calling, listing portfolios, sales office meetings, open houses, etc.

Description: Using the Units Per Month tool in APJ, sort the Sales Associates by the top 20 open house “adopters” in the office. Calculate the average of their earnings. Then, sort the list to find the bottom 20 “non-adopters” of open houses. Calculate the average of their earnings. Create a chart of the adopters versus the non-adopters to show the difference in earnings between the two groups. Display the chart during the meeting and show them how by conducting open houses, they could be earning an average of \$X more per month/quarter/year.

Materials: Computer and printer

The Difference



Objective: Encourage Sales Associates to get full commission by making the difference

Description: Print or create a big, fake check for \$2,000. The check represents the difference between a 5% and 6% commission on \$200,000. Ask the group to guess what they think the \$2,000 represents. Remind them that there is a lot of room between 5% and 6%. If time permits, run through some of the ways to overcome objections when negotiating commission.

Materials: fake check (For a printable check, see page 40)

Use the 2-step customized Weichert listing portfolio on every listing presentation. Complete the Getting to Know You brochure on the first step and include the Price Trend Analysis on the second step for every listing.

Wall of Fame



Objective: Encourage Sales Associates to get full 6% commission

Topics: Can be customized to Gold Services, open houses, listing presentations, calling, direct mailing, listings, sales, Lead Network/Internet Marketing

Description: Every time a Sales Associate receives a full 6% commission, take his/her photo with the check in hand and post it in a common area, a.k.a the "Wall of Fame." Announce the new additions to the wall every week in the meeting. At the end of each week, month or quarter, take down the pictures and start again (depending on the size of your office). Change the topic so that the office focuses on a different goal every quarter.

Materials: Digital camera or Smart phone, printer or \$ to develop photos, banner (see page 41 for a printable banner), picture frames (see page 42 for a printable picture frame)

We Belong Together



Objective: Use a visual aid to drive home the importance of using the listing portfolio and Price Trend Analysis together on every listing presentation

Topics: Listing portfolio, Price Trend Analysis

Description: On a table in the meeting, lay out several items that typically belong together, such as cookies and milk, cheese and crackers, salt and pepper, peanut butter and jelly, hamburgers and buns, ice cream and cones. Include a listing presentation and a PTA form with the other items. Talk to the group about how throughout history there are many famous pairs: Laurel and Hardy, Lucille Ball and Desi Arnaz, Bert and Ernie. Ask the group to look at all of the items and figure out which of these items belong together. When they have matched up the pairs, talk to the group about the importance of using a listing presentation and PTA together on every listing presentation.

Materials: Cookies, milk, cheese, crackers, salt, pepper, peanut butter, jelly, hamburgers, buns, ice cream, cones, listing presentation, PTA form

Conduct a minimum of 2 Open Houses per month and display 8 directional signs per house. A minimum of 3 Open Houses each month for new Associates. (Call all attendees within 24 hours.)

Before and After



Objective: Contest to get Sales Associates to make open houses as effective as possible

Topics: Open houses

Description: At the beginning of the month announce that there will be a contest to see who can conduct the best transformation when preparing for an open house. Associates should take photos of the house before and after cleaning/rearranging for open house. Label and hang up the before and after pictures at the beginning of the meeting or insert the photos into your PowerPoint presentation and ask everyone to vote for the winner. Tally the votes at the end of the meeting and award a prize. Have the winner come up with tips that can be featured at another meeting. (Note: To make the contest as objective as possible, do not post the names with the photos prior to voting.)

Materials: Prize, before and after labels (see page 43 for printable labels)

Open and Close



Objective: Use visual aids to highlight the importance of preparing for an open house

Topics: Open houses

Description: Wrap a box of chocolates in plain brown paper and place it on a table at the meeting. Ask the Sales Associates to guess what's inside. Talk about how you never know what's inside until you open it. It's the same with open houses! By opening the house to potential buyers, you're opening the box and showing the great features that are inside.

Materials: Box of chocolates, plain brown paper, tape and scissors

Set The Stage



Objective: Use visual aids to highlight the importance of preparing for an open house

Topics: Open houses

Description: Show the Sales Associates the importance of preparing for an open house by preparing for the meeting in a spectacular way. The night before or the morning of the meeting, decorate the room with balloons, table cloths, and fresh flowers. Spray the room with scented air freshener, play light music in the background and put a small gift at every place. When the Associates arrive, ask them how they felt coming into the meeting this morning. Was anything different? How did the change affect their attitude? Talk about the importance of making small changes to a home before holding an open house to make it more appealing and inviting.

Materials: balloons, table cloths, flowers, air freshener, small gifts, stereo and CD with light music

Call a minimum of 100 neighborhood homes weekly. A minimum of 200 calls for new Associates. *More if you have not booked at least 1 appointment.*

Cash Calling



Objective: Demonstrate the importance of attending Call and Opp Time sessions

Topics: Call sessions, Opp time

Description: Download the sound of a ringing phone and a slot machine or cash register to your computer. At the beginning of the meeting, play the sound of the phone and then the slot machine and alternate back and forth several times. Ask the group what they hear. It's the sound of cash. Money is calling and calling is money. Drive home the point that participating in Call and Opp Time sessions are two great ways to build your business and make money by making a time commitment every week.

Materials: sound clips – log on to <http://office.microsoft.com/clipart> and search for sounds; try “phone,” “slot machine,” and “cash register” as search terms

Mystery Jar



Objective: Visually draw attention to goals and accomplishments

Topics: Gold Services, open houses, listing presentations, Call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing

Description: Decide on a topic such as the number of listings, sales, calls, open houses, etc. that were made by the office in the last week/month/quarter that you want to highlight as a success. Count out that number of small objects such as marbles, candies, or pennies and put them in a large fishbowl or jar. For example, if you want to draw attention to the fact that your office conducted 150 open houses in the last month, count out 150 M&M's® candies and place them in a jar.

Ask the group to guess what the objects represent. Once they have guessed what the objects represent, ask them to guess how many objects are in the jar. The closest guess wins a prize (or the jar!). Highlight the achievement and recognize top producers.

Alternate version: Show a comparison between numbers. For example, have one jar represent the number of listing presentations Q1 versus Q2.

Materials: Small objects, large fishbowl or jar, prize

Call a minimum of 100 neighborhood homes weekly. A minimum of 200 calls for new Associates. *More if you have not booked at least 1 appointment.*

Nice to Know Info



Objective: Give Associates more reasons to make neighborhood calls

Topics: Call sessions, neighborhood calls, farming

Description: Ask the Sales Associates, “Isn’t it nice when you receive a call about something going on in your neighborhood or town such as a block party, school car wash or charity event? Do you think your farm would like to know about these events, too?” Ask Sales Associates to think about the types of calls that they welcome. Then instruct them to call their farms to share the useful information and while they are on the phone, let them know that if they need to sell or buy a home, you’re there for them as their neighborhood expert.

Materials: none

Call a minimum of 100 neighborhood homes weekly. A minimum of 200 calls for new Associates. *More if you have not booked at least 1 appointment.*

Top

10 Fears



Objective: Tackle Sales Associates' fear of speaking on the phone

Topics: Call sessions, neighborhood calls, farming

Description: Ask the group to guess the top 10 things that people are most afraid of, or the top 10 most common phobias. Post the list on a PowerPoint presentation or flip chart counting down from 10 to 1.

The Big 10

The top 10 most common phobias, according to *The Top Ten of Everything 1997*, by Russell Ash:

10. Death (necrophobia)
9. Thunderstorms (brontophobia)
8. Cancer (cancerphobia)
7. Heights (acrophobia)
6. Vomiting (emetophobia)
5. Confined spaces (claustrophobia)
4. Open spaces (agoraphobia)
3. Flying (aerophobia)
2. People and social situations (anthropophobia and sociophobia)
...on the phone
1. Spiders (arachnophobia)

When you get down to #2, talk about how this fear enters into our own lives when we talk on the phone. One of the best ways to conquer your fears about public speaking and in our case, calling, is to do it more and become more comfortable with it. Talk about attending call sessions, sitting for Opp time and meeting your weekly goals for neighborhood calls. Offer to give feedback and advice to anyone who wants help to make his/her calls more effective.

Materials: flip chart and markers or PowerPoint presentation

Engage in your sales office meeting, sales training, call session and caravan every week. New Associates attend and complete Fast Track.

Caravan Carnivale



Objective: Encourage Sales Associates to attend caravan and educate themselves on the new listings

Topics: Caravan, Sales Meetings, call sessions, training sessions

Description: Come up with a new theme for caravan every month. Use themes that energize and motivate Associates such as:

- Caravan Carnivale – Mardi Gras theme, beads, music, food
- “Get On The Train,” “Soul Train,” or “Wagon Train” – use train or wagon visuals, find a song that you can play when making the announcements for the caravan schedule
- Around the World – travel theme, stamp a caravan passport at every stop, giveaway at the end
- Touring the Wine Country – give away a bottle of wine and block of cheese at each listing
- Progressive Lunch – serve lunch food/snacks at every stop

Materials: Theme-dependent

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First Impressions



Objective: Drive home the point of how appearance and first impressions impact customers' attitudes and confidence in working with Associates

Topics: Open Houses, First Impressions

Description: Dress up in sloppy clothes, flip flops, sweat pants, and other attire inappropriate for work, and make yourself appear disheveled. Show up for the meeting and begin going through the agenda as you normally would. When you feel it is the right time, ask the group questions such as,

- “Would you buy a house from someone dressed like this?”
- “Why do you think appearance is important in our business?”
- “What kind of first impression do you want to make with your customers?”

Discuss the point that appearance and making great first impressions are key to having customers feel confident in working with us and build our reputation in the marketplace.

Materials: Sloppy clothes

Giveaways



Objective: Make a memorable point by giving Associates a small token

Topics: Various

Description: Give Sales Associates a small gift or token that you will incorporate into the sales meeting. For example, if one of the meeting topics is about preparing for open houses, place a lint brush or a Mr. Clean Magic Eraser® at each spot. Some additional ideas are listed below:

- Making a good impression: mini mirror, breath strips/mints, car wash coupon
- Call sessions: note pads, pens, post-it notes
- Becoming a neighborhood expert: community newspaper, sheet with links to community organizations, maps

Materials: Various

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Lemonade Stand



Objective: Create excitement, find creative methods of networking, raise money for charity and encourage teamwork

Topics: Call sessions, iMail, neighborhood calls, sphere of influence calls

Description: Identify community events such as street fairs, festivals, and volunteer events in the area. Announce that you are planning to purchase a table for the office so that they can raise money for a good cause while networking. Tell them that as a team, they will be selling Weichert lemonade during the event. Everyone is welcome to work the table during the event. All of the proceeds will go to a non-profit organization such as Habitat For Humanity. Provide all of the critical info – where, when, etc. Ask questions such as:

- “How will you use this event to generate business?”
- “How are you planning to market the lemonade stand?”
- “How do you think this event will impact prospective customers’ opinions of you? Of Weichert?”
- “What other ideas do you have that will make this event a success?”

Elicit answers such as make neighborhood calls to get prospective customers to come to the event, send direct mail cards announcing the event, etc. to generate excitement and market the event.

Materials: None for meeting, at the event: Money to sponsor table, lemonade, cups, moneybox, tablecloth, Weichert signs, etc.

Little-Known Facts



Objective: Demonstrate the importance of forming a connection with prospective customers and other Sales Associates

Description: At the beginning of the meeting, ask each person to think of one unique thing about himself/herself. It could be something like a hobby, interest, award, or little-known fact that others in the group do not know. Go around the room and let each person share his/her unique fact with the group. Then at the end of the meeting, ask the group to recall what each person’s fact was. Ask the group questions such as:

- “Why do you think I chose this exercise?”
- “Why do you think it’s important to remember what you learned about each person?”
- “How does this apply to working with customers? With each other?”

Elicit answers about the importance of making connections with people to build relationships.

Materials: None

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Picture It



Objective: Demonstrate the importance of attending caravan

Topics: Caravan

Description: Print or cut out a photo of a house. Ask for a volunteer to be the “eyes” of the group. Ask the group to take out a pen or pencil and a piece of paper. Without showing anyone else the photo, the “eyes” will describe the house and give instructions on what to draw. The rest of the group should listen to the directions and draw what they hear.

Give the group 10 minutes to complete the exercise. At the end of the 10 minutes, ask the group to vote on the drawing that looks closest to the original. The person whose drawing looks closest to the original wins. After the winner is determined, ask the group questions such as, “Did you feel like you knew what the house looked like by listening to the description?” and, “When you saw the photo, did it look differently than how you pictured it in your head?” Talk about how important it is to see the house with your own eyes so that you can form an accurate picture in your mind and so that you can describe it to potential buyers. Reiterate the importance of going on the weekly caravan so that each Sales Associate has *experienced* the house with his/her own eyes and ears and can represent it accurately to potential buyers.

Materials: photo of a house

Picture Me There



Objective: Demonstrate the importance of attending caravan and the weekly sales office meeting

Topics: Caravan, sales office meeting

Description: Hold a monthly or quarterly contest surrounding attendance at caravan and weekly sales office meetings. Ask Sales Associates to bring a digital camera or Smart phone with them to the meetings and caravan. To get credit for participation, Sales Associates take a photo of himself/herself at every meeting and every house on the caravan route and post the photos up on a wall in the office. At the end of the month or quarter, the person or people who show up in the most places win a prize.

Materials: Prizes, Sales Associates will bring digital cameras or Smart phones

Engage in your sales office meeting, sales training, call session and caravan every week. New Associates attend and complete Fast Track.

Show of Hands



Objective: Create common ground by asking a question

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing

Description: Ask for a “show of hands” to see how many Sales Associates have done some common activities that are important for all Sales Associates to know

how to do.

For example:

- “How many people can explain the process for choosing a neighborhood farm to us?”
- “How many offers have you written for your most active buyer?”
- “How many of you have used the PTA?”

Materials: None

Success Stories and Pitfalls



Objective: To motivate Sales Associates and share best (and worst) practices with each other

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, negotiations, etc.

Description: Ask Sales Associates to share stories of success or pitfalls at the opening of the meeting. Have the Sales Associate take five minutes to explain a challenging situation and how he/she approached the situation. If it was a success, have him/her share tips for success. If it was a pitfall, have the Sales Associate share what he/she learned with the group. Be sure to talk through the tips and what they learned with the Sales Associate ahead of time.

Materials: None

Team Anthem



Objective: Encourage teamwork and build excitement

Description: Introduce a theme song or anthem to be used at the beginning and end of each weekly meeting. This will be your “theme song” for the month. Choose motivational songs that most people will recognize such as “Simply the Best” by Tina Turner,

“Don’t Stop” by Fleetwood Mac or your favorite college fight song.

Materials: CD of the song(s), CD player or download MP3 version to laptop

Engage in your sales office meeting, sales training, call session and caravan every week. New Associates attend and complete Fast Track.

Tips from Jim



Objective: Use quotes to inspire and encourage discussion

Topics: Various

Description: Feature a quote from Jim Weichert or another well-known person on a slide/flipchart at the beginning of the meeting. Use one of the quotes or tips listed below:

- “You can’t sell from an empty wagon.” – Jim Weichert
- “People buy people before they buy a product or service.” – Jim Weichert
- "Obstacles are those frightful things you see when you take your eyes off your goal." – Henry Ford
- “Opportunities are usually disguised as hard work, so most people don't recognize them.” – Ann Landers
- "The doors we open and close each day decide the lives we live." – Flora Whittemore

Read the quote out loud. Ask the group questions such as:

- “What do you think it means?”
- “Do you agree?”
- “Have you ever found this to be true in your business?”
- “What can we learn from this?”

Alternate version: Use inspirational quotes from other well-known people. Check www.quoteland.com, www.quotationspage.com, and www.quoteworld.org for ideas.

Materials: none

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War Stories



Objectives: Inspire Sales Associates by sharing your knowledge and experience

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, Caravan, Objections

Description: Think about some of the experiences you have had while working as a realtor. Come up with several anecdotes, or short stories, that illustrate what you have learned along the way. Tell a short anecdote at the beginning of the meeting that ties in to some of the topics that will be covered during the meeting. For example, if you will be discussing scheduling for Opportunity Time (or Opp Time), tell a story about a Sales Associate who reluctantly sat for Opp Time and unexpectedly got a lead to list a 120-unit condo complex.

Materials: None

You Have To Be In It To Win It



Objective: Encourage attendance at sales office meetings, caravans and call sessions, motivate Sales Associates to generate opportunities with customers

Topics: Gold Services, call sessions, direct mail, Lead Network, other networking opportunities

Description: Give each Sales Associate a lottery ticket. Hold up a ticket, and ask the group, "What is this?" When they say "It's a lottery ticket," tell them they're wrong and that it's an opportunity. Talk about how important it is to generate opportunities with customers. Make a point of saying that if you don't find the opportunities to make connections with prospective customers, you don't have a chance of getting a listing or sale.

Materials: Lottery tickets

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Gold Pictionary



Objective: Encourage Sales Associates to think about Gold Services opportunities

Topics: Gold Services, can be customized to any topic

Description: At the beginning of the meeting or during the Gold Report, separate the group into smaller teams of three to five people. Have the group designate an artist who will draw for the team. Give each artist a topic card. Without speaking, each artist draws a topic on the flip chart with the goal of getting his/her team to guess the topic. Each team has 60 seconds to guess the topic. Correct guesses win 10 points. Depending on the time available, hold 3 or 4 rounds. At the end of the game, the team with the highest points wins a prize.

Materials: Prizes, flip charts and markers, topic cards (see page 44 for printable topic cards)

Olympic Gold



Objective: Recognize Sales Associates who provided Gold Services opportunities

Topics: Gold Services

Description: Hold a quarterly contest surrounding Gold Services. The goal of the contest is to have the highest number of clients who used Gold Services. Post the “scores” in a public place in the office. Throughout the quarter, highlight the progress that has been made and who the front runners are. At the end of the quarter, hold an awards ceremony to celebrate the Associates who had the most clients using Gold Services that quarter. Give out medals, play Olympic music and award prizes.

Materials: Prizes, gold medals, Olympic music

Pot of Gold



Objective: Encourage Associates to give opportunities to the GSMs

Topics: Gold Services

Description: Monthly or quarterly contest, for every GS opportunity that a Sales Associate generates, his/her name goes into the “Pot of Gold.” Every week at the meeting, pull a name from the pot of gold and award a prize. At the end of the contest, pull a grand prize winner from all the names.

Materials: Prize, can or box for the “pot of gold” label (see page 45 for a printable label for the “pot of gold”)

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Warm and Fuzzy



Objective: Use a prop to demonstrate customer focus

Topics: Gold Services, customer focus

Description: Walk into the meeting wrapped in a blanket. Wait for the group to ask about the blanket or ask them why they think you're wrapped up in it.

To elicit answers from the Sales Associates, ask questions such as:

- “How do we want our customers to feel?”
- “How do we make them feel that way?”
- “How does spotlighting Gold Services with every buyer and every seller make our customers feel warm and fuzzy?”

Materials: blanket

Secure business by using the Weichert tools: Stay up to date on sales tips and strategies by accessing Weichert Sales Associate Resources on WeichertOne

If I Had Five Dollars...



Objective: Use a prop to draw attention to a topic and promote discussion

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, objections, policies and procedures

Description: Prior to the arrival of the Sales Associates, tape a five-dollar bill under one of the chairs. At the beginning of the meeting, take out a five-dollar bill (\$5) and ask the group, "If I had five dollars for every customer who bought a Weichert Home Protection Plan this year, how much money would I have?" Ask each person to shout out a guess and the closest guess wins the bill in your hand. Talk about the surprises that can come with buying and selling a home and cite a few statistics about how much money homeowners have saved by purchasing a Weichert Home Protection Plan. Then, tell the Sales Associates to look under their chairs – one of them is in for a surprise, too!

Materials: Two five-dollar bills, tape, facts/statistics about the topic

Jeopardy Jumpstart



Objective: Get Sales Associates to think

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, objections, policies and procedures

Description: Similar to the Jeopardy game show on TV. Write an "answer" on a flip chart or PowerPoint slide. An answer is any fact, number or description that you want to draw attention to at the beginning of the meeting. Ask Sales Associates to guess the "question" that goes along with this answer. The trick is that their responses must be phrased in the form of a question. For example:

Answer (posted on flip chart): 250

Question (Sales Associates guess): What is the number of direct mail pieces that should be sent each month?

Answer (posted on flip chart): Mortgage, Title Insurance, Homeowners Insurance, and Home Protection Plan

Question (Sales Associates guess): What are some of the services provide by Weichert Gold Services?

Answer (posted on flip chart): Just listed calls, just sold calls, pending calls, knocking on doors, and direct mail

Question (Sales Associates guess): What are ways to farm a neighborhood?

Materials: None

Secure business by using the Weichert tools: Stay up to date on sales tips and strategies by accessing Weichert Sales Associate Resources on WeichertOne

Pop Quiz



Objective: Ask the group questions to get them to promote discussion and encourage learning

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, objections, policies and procedures

Description: Begin the meeting by asking a question either verbally, posted on a flip chart/presentation or both. The question can be open ended, multiple choice or true/false. Choose a category that is related to the meeting topics. For example:

- Is every buyer eligible for Gold Services and why or why not? (Yes)
- What % of customers close on schedule when they take the Gold Guarantee? (98%)
- True or False: The PTA is a replacement for the CMA. (False)
- Which of the following services are included as part of a home inspection (choose **all** that apply):
 - (a) Mold evaluation
 - (b) Radon screening
 - (c) Wood destroying insects screening
 - (d) Septic evaluation
 - (e) All of the above
 - (f) None of the above (correct – check out <http://www.state.nj.us/lps/ca/pels/hilaws.pdf> for more info)

The first person to yell out the correct answer **or** the person who gets the most answers correct wins. Use the question to transition into a discussion on the topic or to share more information with the group.

Materials: Prizes

Promises, Promises



Objective: Pique interest and build your credibility

Description: Start the meeting by making a promise or strong statement to the group about the meeting.

Some examples include:

- “I promise you will leave here today knowing at least one new thing that you didn’t know when you got here!”
- “You won’t be sorry you attended this meeting!”
- “I promise that you will be surprised by what you will learn today!”
- “By the time you leave here, you’ll have a whole new perspective on ____!”

Materials: None

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Scintillating Statistics



Objective: Pique Sales Associates' interest with an unusual or meaningful statistic

Description: Open the meeting by sharing an unusual or powerful statistic with the group. If possible, create a chart or graph to visually demonstrate your point.

Some examples of powerful statistics include:

- % increase in home value for average home in market area in the past year
- Ratio of IM to appointments to listings
- Net income in market area
- Demographics - # of babies born in market area in the past year, # of people married in market area in the past year, and other significant life events that relate to home buying
- Amount of money paid out in referral fees from referral network

Materials: Statistics, graphs or charts - Check magazines, online news websites and Weichert internal communications for content. For a list of sources, see page xx.

S.U.C.C.E.S.S. Club



Objective: Encourage adoption of the S.U.C.C.E.S.S. card standards

Topics: S.U.C.C.E.S.S. card

Description: Implement a S.U.C.C.E.S.S. club for all of the Sales Associates who are consistently performing according to the S.U.C.C.E.S.S. card standards. Using the APJ, determine who is eligible each month, and take those Sales Associates out to lunch. Go to a different restaurant every month or a different event to celebrate S.U.C.C.E.S.S. Give out invitations to the monthly lunch/event at the sales meeting in front of the entire group.

Materials: Money for lunch/event, invitations

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S.U.C.C.E.S.S. Math



Objective: Encourage Sales Associates to learn and apply the S.U.C.C.E.S.S. card behaviors

Topics: S.U.C.C.E.S.S. card

Description: Post the following equation on a flip chart or in a PowerPoint presentation. Ask the Sales Associates to individually come up with the answer without looking at their S.U.C.C.E.S.S. cards.

| | | | | | | | | | | |
|---|---|---|---|---------------------------------------|---|---|---|-----|---|------------|
| (# of direct mail pieces that should be sent every month) | + | (# of directional signs to be used for each open house) | - | (# of sales office meetings per year) | x | (minimum # of open houses per month for new Associates) | - | 253 | = | ? |
| 250 | | 8 | | 52 | | 3 | | 253 | | 365 |

The first person to get the correct answer wins a prize. Then, ask them what “365” represents. The answer: the number of days in the year that we should all be focused on S.U.C.C.E.S.S.

Materials: Prizes, flip chart and markers or PowerPoint presentation

Visualizing Success



Objective: Appeal to visual learners and inspire Associates

Topics: Gold Services, open houses, listing presentations, call sessions, direct mail, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, objections, policies and procedures

Description: Think of a Sales Associate you know who has been particularly successful at Weichert. Find a photo of him/her doing something lavish such as vacationing on a yacht in Bermuda, skiing in Colorado, or driving in a luxury car. Show the photo to the group and give a little background about who he/she is and what is happening in the photo. Ask the group, “What do you think is the secret to his/her success?” Elicit answers from the group such as makes phone calls, conducts open houses, is a neighborhood expert – all of the priorities on the S.U.C.C.E.S.S. cards. End by making the point that if they follow your advice and do all of those activities, they will someday be the person in that photo.

Materials: Photo of a successful Sales Associate

Secure business by using the Weichert tools: Stay up to date on sales tips and strategies by accessing Weichert Sales Associate Resources on WeichertOne

Word Scramble



Objective: Open the meeting in fun way to get Sales Associates excited

Topics: Gold Services, open houses, listing presentations, direct mail, call sessions, listings, sales, FSBOs, Expireds, Lead Network/Internet Marketing, objections, policies and procedures

Description: Take a word that is one of the topics that will be covered in the meeting and scramble the letters. Show the scrambled word on a flip chart or PowerPoint slide and ask the group to guess what the word is. Give a prize to the one who gets the solution first. Then, transition into the discussion on the topic.

Examples:

tysaspersicraniedn (Price Trend Analysis)

mgafnri (farming)

kartfcats (Fast Track)

ntagitisnpesenltr (listing presentation)

Materials: none

Resources

Resource: Additional Ice Breakers

I'd Do It; Would You?

| | |
|-------------------------|---|
| Objective | To embrace differences in people and to understand that just because someone else would do something that you think is risky, dangerous, boring or not interesting, they are not "wrong" for being different. |
| Materials Needed | None |
| Set-Up | <ul style="list-style-type: none">• Ask the group to find a partner sitting next to them.• Ask them to uncover three things you would do that your partner wouldn't. (For example, you have skydived but your partner would never dream of doing that.) |
| Time | 15 Minutes |
| Debrief | <ul style="list-style-type: none">• Ask for volunteers to share what differences they uncovered.• State: Diversity is what makes the world go around. If everyone liked the same thing, or dressed the same way, or looked alike, the world would be boring. What's risky to you might not seem risky to someone else; what seems interesting and fun to them might seem dangerous and uninviting to you.• State: Don't let your personal preferences or beliefs deter you from helping a client achieve their dreams. This concept applies to mortgages, too. Just because you wouldn't consider taking a certain type of mortgage doesn't mean that it wouldn't be right for someone else. |

Resources

Changing Your Perspective

Objective

This exercise explores initial resistance to change and long-term resistance to maintaining it.

Materials Needed

None

Time

5-10 minutes

Set-Up

Tell participants that you would like to try an experiment with making changes. Ask them if they will agree to live with the changes that will be made until the experiment is over. Let them know they won't have to make any changes they feel uncomfortable with. Make sure the participants agree that they will sustain the changes until the exercise is over.

- **Ask** the participants stand up and get out of their seats.
- **Assign** a new seat for each participant.
- Give participants 20 seconds to move into their new seat.
- Once participants have settled into their new seats, **reassign** seating once again.

Debrief

Ask:

- How did you feel when you were being told to move your seat the first time? The second time?
- Why are people resistant to making changes?
- What was the agreement we made when we started this experiment? (Keep asking until someone states "we agreed to live with the changes that we made until the experiment was over")
- Who would like to move back to their original seat? Why?

Note: They may say that they were comfortable with their original seat because they were sitting with someone they knew or they had gotten to know the people they were sitting near. Suggest they take a few minutes to introduce themselves to the people they are sitting with now.

Ask:

- Why is it difficult to maintain changes once they are made?
 - What kind of support is necessary to maintain change?
 - What changes are you facing, or have recently made that need to be better supported?
-

Resources

Lost In Translation

Objective

To understand the importance of effective communication when conveying an important message to others.

Materials Needed

- [3 - 1 page handouts](#) containing each team's message.

Set-Up

- Break the group into equal teams of people (minimum of 10 people each; maximum of 3 teams).
- Ask the teams to get out of their seats and stand together in a line.
- Explain the rules to the teams:
 - Each team has a message.
 - Nobody can write the message down.
 - Each person must whisper in the next person's ear so nobody else can hear the message (one by one).
 - The team with the most accurately communicated message "wins."
 - The time limit for this exercise is 5 minutes (if the teams are larger, you may adjust the time limit).

Time

10 minutes overall (5 minutes for the exercise)

Debrief

- Ask for volunteers to share what was the most challenging aspect of the exercise.
 - **Ask:** "What would have helped you?" (elicit answers such as writing the message down and being able to repeat it)
 - **State:** When we communicate an important message, it is often heard differently by each person receiving the message.
 - **State:** Emphasizing the most important points that must be delivered accurately in order to get the correct message across to each listener.
 - **State:** To ensure your message is delivered effectively and clearly:
 - Plan what you want to communicate ahead of time.
 - Keep track of what you communicated, and to whom.
 - Reiterate your message, as needed.
-

Resources

Race for the Truth

| | |
|---------------------------------|--|
| Objective | This exercise is a warm-up to the meeting topics. Participants will be able to assess their own and their peers' progress in the activities associated with these topics. |
| Materials Needed | <ul style="list-style-type: none">• Long pieces of tape or string to construct start and finish lines.• List of statements to read.• 3 prizes |
| Set-Up | <ul style="list-style-type: none">• The goal of the "runners" (meeting participants) is to cross the finish line as quickly as possible by answering questions about themselves by following the facilitator's instructions.• "Runners" line up on the starting line as directed by the facilitator.• The facilitator reads a statement. If "runners" believe the statement is true about them, then they move forward one step. If the statement is false, the "runners" stay at the starting line. The facilitator will continue to read statements and "runners" will progress step by step accordingly.• The facilitator continues to read statements until the first "runner" crosses the finish line. |
| Time | <ul style="list-style-type: none">• 2 minutes to explain.• 10 minutes to conduct.• 3 minutes to debrief. |
| Debrief | <ul style="list-style-type: none">• Tie in the exercise with today's agenda. |
| Facilitator's Statements | <ul style="list-style-type: none">• I traveled more than 5 miles to get to this meeting.• I worked with Weichert for more than 1 year.• I worked with Weichert for more than 10 years.• I worked with Weichert for more than 20 years.• I logged onto WeichertOne.com within the last 24 hours.• I attended a Call Session this week.• I did the 2-Step listing presentation within the last month.• I took an online course on Weichert University in the last month.• I did a formal Buyer Consultation within the last month.• I got a listing last week.• I attended an office sales meeting within the last month.• I sat an open house last weekend.• I introduced my GSM within the last two weeks.• I've had an exclusive listing within the last 3 months. |

Scavenger Hunt

Objective

This exercise is a warm-up to the meeting topics. Participants work together to find objects that reflect the activities associated with these topics.

Materials Needed

- One bag per team to collect items.
 - One printed [Scavenger Hunt Checklist](#) per team.
 - Small prizes for the winning team.
-

Set-Up

- Participants will work in teams of 3. Facilitator will ask participants to count off in 3's.
 - Facilitator will distribute a [Scavenger Hunt Checklist](#).
 - Participants will collect as many items on the checklist as possible in the time allowed.
 - If a team collects all items before the time is up, they should shout out, "Hunt over!"
 - Participants will not be able to leave the room to find these items.
 - Participants can approach different teams for items.
 - A prize will be awarded to the team that collects the most items in the time allotted.
 - Facilitator keeps track of time and checks the items collected to confirm a winning team.
-

Time

- 2 minutes to explain.
 - 10 minutes to conduct the hunt.
 - 3 minutes to debrief.
-

Scavenger Hunt (continued)

Debrief

Tie in the exercise with the meeting agenda.

Scavenger Hunt Checklist

- Piece of direct mail
 - A GSM's business card
 - S.U.C.C.E.S.S. Card
 - Recruiting Goals by Office
 - Sales Associate's Business Card
 - Business card for a home inspection company
 - Copy of a signed Listing Agreement obtained through the 2-Step Listing Process
 - Completed Termination Spreadsheet
 - Completed Getting to Know You Brochure
 - Pocket ID Card
 - Family photo
 - Cell phone with Jim Weichert's phone number programmed into it
 - Piece of candy
 - Any Weichert-themed merchandise
 - Price Trend Analysis
 - Weichert directional sign
 - Call list or an ICALL sheet
 - MLS property printout
 - Your own business card
 - Sales contract
 - Name tag
 - Breath mints
 - Map
 - Lockbox key
 - Lead Network distribution report
 - Photo of a Weichert office
 - Photo of you with Jim Weichert
 - Zoning Board Schedule
-

Resources

Three Differences

| | |
|-------------------------|---|
| Objective | To embrace differences in people, and to understand that someone who does something differently than you is not wrong. |
| Materials Needed | None |
| Set-Up | <ul style="list-style-type: none">• Ask the group to find a partner sitting next to them.• Ask them to uncover three ways in which you and your partner do business differently. (For example, you may focus on Open Houses, your partner may focus on calling.) |
| Time | 15 minutes |
| Debrief | <ul style="list-style-type: none">• Ask for volunteers to share what differences they uncovered.• State: Both you and your partner have been successful doing business differently, right? That's why you're here today. As you can see, there's more than one way to do something to accomplish the same goal.• State: Don't let your personal preferences or beliefs deter you from helping a client achieve their dreams. This concept applies to mortgages, too. Just because you wouldn't consider taking a certain type of mortgage doesn't mean that it wouldn't be right for someone else. |

Resources

Three Things in Common

Objective

To find commonality with someone you don't know, and to build stronger rapport with someone you do know. To demonstrate how important establishing rapport is to our customers as well as our own teams.

Materials Needed

None

Set-Up

- Ask the group to find a partner at another table.
- Ask them to uncover three things they have in common other than working for Weichert and working in the real estate industry.

Time

15 minutes

Debrief

- **Ask** for volunteers to share what they found in common with their partner.
- **Ask:** Who learned something new about someone you thought you knew really well?
- **Ask:** Why is this exercise important to how you work with buyers and sellers? How does this make you a better salesperson?
- **Elicit:** Sales is about how you connect with others. The little things you find in common with others gives you a sense of shared experiences and a personal connection. Your relationship with each person on a personal level ties them to you, which helps you retain them. On a customer level, creating a personal, emotional connection with a prospective client is essential to your shared success.

Resources

Unique Experiences

Objective

The participants share personal stories and then have to recall each other's stories later in the day. The objective is to learn that strong salesmanship is about your connection with people.

Materials Needed

- Paper
 - Pens/pencils
 - Prize
-

Set-Up

At the start of the meeting:

- Have each person state something they have done that they think no one else in the room has done. If someone else has done it, the person must state something else until he/she finds something that no one else has done.
- The leader (or a designate) should take notes on what each person has done to ensure participants' recollections are correct later in the day.

After lunch:

- Ask the participants to individually write down as many personal stories as they remember, as well as who shared each story. Allow them 5 minutes to do this.
 - Ask the participants to tally the number of stories they recalled. Ask the group to tell you how many they've recalled.
 - As a group, review the answers to ensure they are correct. Ask for the person with the highest number of correct answers.
 - Award a prize to the winner.
-

Time

At the start of the meeting:

- 2 minutes to introduce and explain.
- 10-15 minutes for participants to share their stories.

After lunch:

- 5 minutes for participants to recall the stories
 - 3 minutes to ensure accuracy and award a prize
 - 5 minutes to debrief.
-

Debrief

- **Ask:** Why is this exercise important to salesmanship? How does this make you a better salesperson?
 - **Elicit:** Sales is about how you connect with others. The little things you remember make people feel that you care, and they're more willing to work with someone who cares. Your relationship with each person on a personal level ties them to you, which helps you retain them.
-

Resource: Direct Mail Man



Resource: Direct Mail Man Banner

Direct Mail Man

Resource: Catchy Slogan Signs

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

DO THE 2-STEP!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

Do the 2-Step!

John and Sandra Smith
24 Maple Street
Anytown, PA 39393

1078

October 15, 2004

Pay To:

Weichert Sales Associate

In the Amount of:

Two Thousand Dollars and 00/100

\$2,000.00

Sandra Smith

Resources: Wall of Fame – Banner

Instructions: Print out the banner and hang on the wall to create a “Wall of Fame.”

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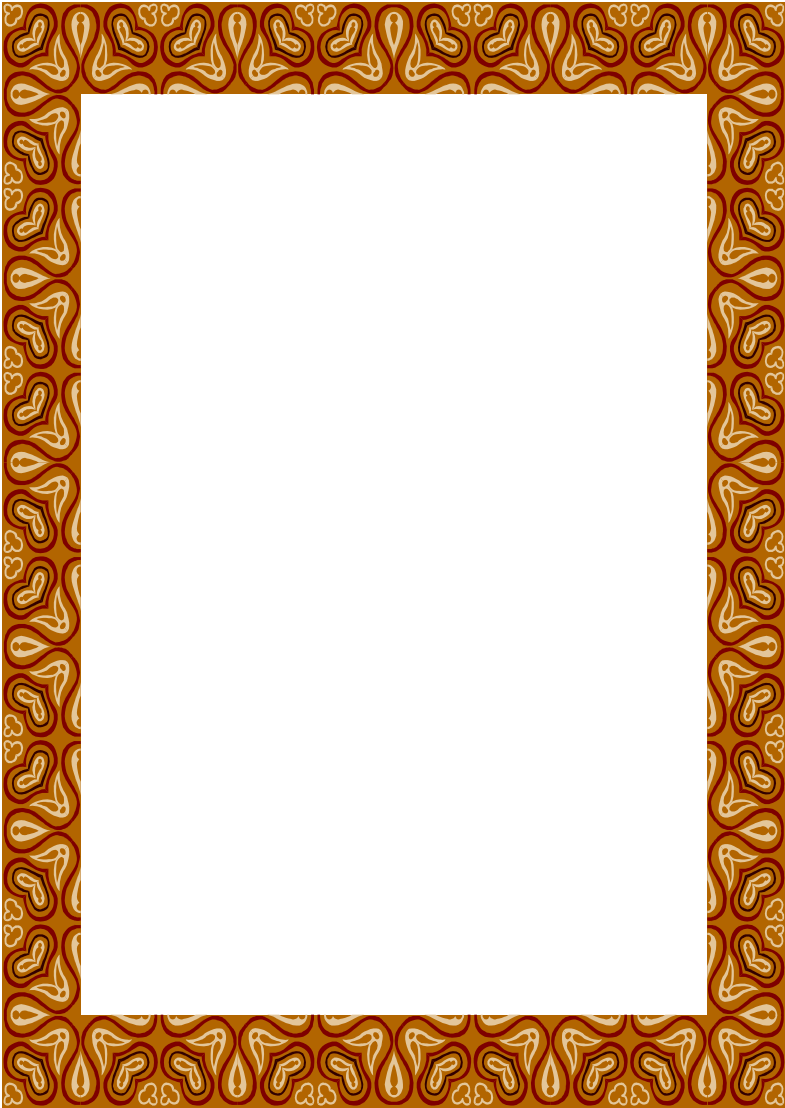


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Resources

Resource: Wall Of Fame – Picture Frame

Instructions: Print out a frame for each Associate photo that will be featured on the Wall of Fame, and post the photos and frames on the wall.



Resource: Before and After – Labels

Instructions: Print out one set of these labels for each Associate in the contest. Post the “Before” and “After” photos on the wall under each label.

Before

After

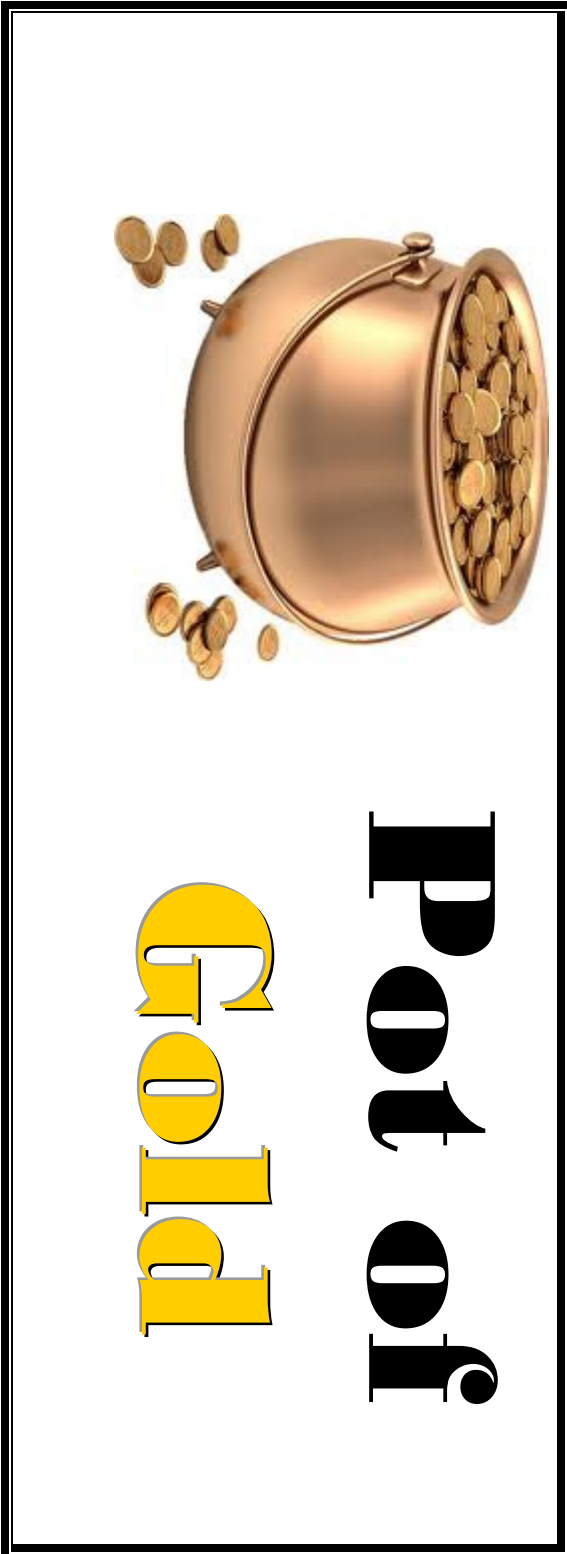
Resources

Resource: Gold Pictionary – Topic Cards

Instructions: Print out the cards and cut along the gray lines.

| | | |
|--|--------------------|--------------------------|
| Home Protection Plan | Mortgage Insurance | Gold Services Manager |
| \$1000 Gold Services Performance Guarantee | Title Services | Title Insurance |
| Homeowner Insurance | Car Insurance | Mortgage Credit Approval |
| | | |

Resource: Pot of Gold – Label



Resources

Resource: Extra, Extra, Scintillating Statistics – Real Estate News Websites

| Resource | Web Site URL |
|--|---|
| National Association of Realtors (NAR) | http://www.realtor.org/ |
| Inman News | http://www.inman.com/ |
| Realty Times | http://realtytimes.com/ |
| Real Estate News | http://www.rismedia.com/ |
| Globest.com | http://www.globest.com/ |
| Topix.net Real Estate News | http://www.topix.net/business/real-estate |
| Real Estate Journal | http://www.realestatejournal.com/ |
| RISMedia | http://www.rismedia.com |