

Advanced Interview Techniques

The problem with most interviews is that we spend too much time trying to sell them, and not enough time trying to determine what they want. By knowing what they want, there are very effective ways to help them see the advantages of joining your company. In fact, your presentation should only address their needs and should also show them how they can dramatically increase their income by joining your company.

The 7-Step Interview Process (Hint: It is just like working with a buyer)

Step 1: The Set-Up = The Direction

- Set up the interview by sharing your goals and agenda.
- You should know if the agent is an emotional decision maker or a logical decision maker within the first 5-10 minutes.
- You need to mirror your candidate for optimal results. Maintain a business-like manner for logical agents and a friendly, warm manner for emotional agents.

Step 2: The Investigation = The Discovery Process

- Ask questions designed to discover the agent's concerns and needs.
- This is your foundation and you should determine which systems to present at this phase.
- Remember to stay relaxed and friendly for the emotional agents.
- Remain business-like for the logical agents.

Step 3: The Presentation = a discussion designed to deliver what they need and _____

- The presentation should be customized for each recruit.
- It should include the systems or opportunities that the recruit is looking for or needs.
- When you present the systems, you should build value and keep the recruit involved in the presentation.

Step 4: The Recap or ROI = to determine the Position of the Journey

- Ask the recruit, "Can you see yourself working with _____?" If he/she says yes, proceed forward with the recap of what was discussed and determined. Get their initial commitment at this stage.

Step 5: The Details

- Explain the details (i.e., your various compensation programs, costs, etc.)
- You should explain details simply, as quickly as possible and in an assumptive format for emotional agents. Give the logical agents lots of detail and answer all questions.

Step 6: The Close = The decision or arrival of the destination

- Ask a question that causes the recruit to take action.

Step 7: Handle Stalls and Objections = can be diversions

- Use the same process to overcome stalls and objections that you use with buyers and sellers. Remember to close 3 times.
- Use a value close to rediscover the value and show income potential with your company. The recruit should be able to increase his/her income by making the move.

Sample Discovery Questions

1. What do you enjoy most about the real estate business?
2. How much do you know about _____?
3. What do you enjoy most at your current company?
4. If you could change anything at your current office, what would you change and why?
5. How do you generate most of your business?
6. Do you currently work with leads from the internet?
7. How are you using social media in your business?
8. How comfortable are you with technology? How are you using technology in your business?
9. What is your production goal for this year? Is it similar to your goal from last year? Did you hit that goal last year? What would it take for you to hit that goal in the next 12 months?
10. If you knew you could achieve your income goals at our company, would you make the move?
11. What type of support or guidance would you expect from me?
12. As the listing agent, are all the calls that are generated from your listing directed to you? How does your company notify you when an inquiry comes in?
13. What was your production last/this year?
14. How much money did you earn this/last year? What was your split?
15. What are the 3 most important things that you would like to talk about today with regard to your real estate career?
16. What type of marketing support do you have now? How often do you market to your clients? How large is your client base?
17. Have you ever worked with a coach or mentor? Would that be of interest to you?
18. What would it take for you to join us today? *

These are sample questions that you can ask. You should think about the best questions to ask, to get the info you need, to know what you have, that they need and want!