

# Go team!

## Recruiting the right people for the right job.

by Bob Corcoran



If you opened a restaurant, would you be the cook, waiter, host, and manager? No? You shouldn't try to perform every role in your real estate business either. To be successful in this profession, you need the right people doing the right jobs.

Too many agents, though, try to do it all. So let me ask you: How much time do you spend on activities that don't provide income?

Real estate agents perform four dollar-producing tasks: list, prospect, sell, and negotiate. The rest are not profitable activities. Everything you do outside these four tasks steals time from you that you could have used taking your business to the next level.

Now, the big question: How do you hire the right people? Look again at that list of four tasks. Notice hiring isn't one of them. I'm a big proponent of outsourcing the hiring function. A temp agency, recruiter, or consultant can help. Not only can that third-party perspective be healthy, it will save you from doing non-dollar-producing work.

But if you choose to do it yourself, my advice, whether you're hiring salespeople or administrative staff, is this: *Do not rush*. The more time you spend preparing to hire, the better. If you hire out of desperation, you'll end up deeper in the hole fixing a bad situation. And the wrong pick can bring your business to a screeching halt. When that person leaves, guess who gets to do his work? Plus, a poor employee is going to affect you and your team emotionally, and your clients will pick up on this.

When you decide to hire, write down all the duties the position will fulfill. Design the job with structure and organization, and make it fit your long-term needs and business plan.

For the interview, choose strategic questions. Here are a few that have proven successful in my business when hiring both administrative staff and salespeople:

*Have you ever played team sports?* Remember,

you're creating a team. You want people who understand the team concept. Avoid building a group of individuals who just call themselves a team. A true team doesn't have ulterior motives and team members are on the same page; they know precisely where they're going and how they will get there.

*Was the team any good? Why or why not?* See if this person understands what makes a team flourish or flounder.

*Tell me about a favorite work experience?* This will help you understand what the person likes in a job and if your opening fits his or her needs and wants.

*Tell me about a former favorite boss?* This reveals the kind of personality the interviewee works best with. Will you mesh with the prospect? (An important note: You have to know yourself and the personality types you work best with, too.)

*Tell me about a bad past work experience and how you handled it?* This opens the door to how the person might function in a stressful situation—and I don't have to tell you, real estate has its share of stress.

I challenge you to take a fresh look at your business and production levels right now. Take a few minutes to write down where you are and ask yourself the tough question about whether you are where you want to be. If not, maybe you can benefit from building a team with the right players in the right position. A team that's moving toward the same goal. A team with synergy. And a team that will drive you toward your goals. You can build that team if you plan and hire right. Good luck! ☆

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