



VAULT

Management Intensive

Peppers Soul | Surfers Paradise
17 - 19 OCTOBER 2018

No more talking!

**It will all be worked
through and ready for
action the second you walk
out of this 3 day workshop!**



A workshop like no other:

- Every aspect of the modern agency worked through in detail
- Decisions made for your company
- The 'how tos' all mapped out
- The implementation plan all mapped out
- The best management coach in Australia helping you work through each important segment so it is yours, and works for you and your company

Less talk, more action!

You will walk out with an entire blueprint* for your business, or your money back!

So who is this seminar aimed at?

Any manager who wants to figure out, and then go for, their 'next'. Peter coaches some of the best managers on the planet. He teaches and learns at the same time.

You should come if:

- You are a selling manager and just cannot get to the next level of constructing a team that adds to your business.
- You are a coach manager but want to get the business more structured so you can get to the 'next' for you.
- You have a medium-large size business but the return is just not there.
- You are a new manager looking for systems and structure to grow.
- You know there is a better way and want help to see it and implement it.
- You know there is 2x or 3x the business out there but you haven't been able to get to it because you cannot get out of the fog!
- You have a brilliant business already but would love the systems to grow multiple offices.

LOTS OF TIME FOR INTERACTION.

Input from some of the top managers in the room and some guest speakers.

Day 1 No awareness, no growth!

What People have said...

Vision and Values

THE DEVIL IS IN THE VISION NOT IN THE DETAIL!

When you enrol for Bootcamp you will be required to do your values before you arrive. This is included in the registration fee.

- We will work on how to bring your values to work letting you operate more authentically and with less energy drain.
- You will work towards a vision for your company that is in line with your values.
- How do I do this MY WAY? Authenticity is crucial here.

THE MOST IMPORTANT THING IS TO KNOW WHAT IS THE MOST IMPORTANT THING.

Brand

Peter has worked with some of the best brand developers in the world. Here we will look at the model that some of the largest companies in the world adopt. You will sort out where your brand sits on that model. Then we will work through with you:

The brand architecture you need to adopt for your specific company.

The personality of your brand.

How to integrate your brand into your entire business.

Ideas to integrate the brand into your touch points, ie marketing, open days, brand advertising, listing presentations and many more areas of the business.

The future is about brand and volume. Lets get started on brand. You will walk away with a new brand perspective and confidence in your franchise or your own independent brand. With a massive change coming with a shift from newspaper to on line, it is getting harder to differentiate your brand. This segment of the program will show you exactly how that is going to play out and how you can protect your current market share and build on it in ways this industry has not used before. Whilst on branding we will look at the 'conversation' you need to have with the different segments.

I attended the last Bootcamp. I am currently working with Peter for coaching and training top performers, BDMs and my management team. His material is down to earth and very effective. Attend!!
Shane Smollen. McGrath Sydney

Your Sand Pit

YOU WILL BE REQUIRED TO BRING THESE NUMBERS!

- What are the numbers around your business?
- What comm is available in your 'whole area'?
- What percentage of that do you have?
- More or less than 25%? What does 25% look like?
- What is THE GAP?
- What strategies are you going to use to close THE GAP?
- Your office set up (number of offices and where in relation to your main area of operation). What should it be? Do you need more offices?
- Where is your head office? Where should it be?
- Plan to get there at Bootcamp.
- HOW NOT TO BE PART OF THE GREAT 8% MARKET SHARE MENTALITY.

Your Database

99% of offices in this industry are way behind in this important aspect of their business. Lets decide what needs to be done and get on with it.

Balance

- 'Your domain first', is the mantra here.
- Great to get on with implementation. But if the time you spend on it is not appropriate to the other things you have got going in your life, then it will be a short lived growth.
- Peter will make sure the balance is taken care of and you do not have to 'choose' one or the other.
- Put actual strategies in place to ensure life is full and fun on the way through. All done in Bootcamp.

Day 2

Four huge topics!

Property Management

- How not to get 'lost' in this business.
- Property management should be passive income.
- Buying model versus organic growth?
- A new model for instant profit from sales.
- What other income streams are possible with PM?
- BDMs. How they hide and how to make them prospect and be accountable.
- How to go around the sales people to get growth.

THIS IS NOT A PROPERTY MANAGEMENT SEMINAR, BUT YOU WILL RE-STRATEGISE AROUND PROPERTY MANAGEMENT AND MAKE SURE IT IS PROFITABLE AND NOT TAKING TOO MUCH TIME. WE WILL SHOW YOU HOW!

YOU WILL LEAVE THIS SEMINAR EMPOWERED TO TAKE CONTROL OF YOUR BUSINESS AND CHARGE IT FORWARD!

Culture

- Rate yours. Some great exercises to see what is happening with the culture in your office.
- How to create the culture you want.
- Change the culture or change the people. How to.
- How to change toxic culture.
- Work out who stays who goes.

THIS SEMINAR WILL PUT YOU BACK IN CONTROL OF YOUR OFFICE FROM DAY ONE. THE RESULTS WILL ASTOUND YOU!

Recruiting

- This is number 1 on a manager's growth activities.
- There are only two ways. Pick 1 or both.
- Better times makes it hard to attract existing agents.
- Full scripts for this. Then step by step how to get them across.
- A full recruiting system for new sales people explained. Step by step.
- Some great case studies of managers recruiting both ways.
- You will design your entire recruiting strategy here at Bootcamp.

Training

- Who does this?
- Who owns the words?
- What words to own. (Supplied).
- Start training each week and never stop... ever!
- What to teach. A system.
- How to always have training topics ready each week.
- Who should come. How to handle top performers in this space.
- Mandatory?
- How to handle latecomers.
- How to coach new sales people so they don't drive you mad.
- Finish this segment with an entire training plan for the next year.

What people have said about Peter...

I have used Peter's services for over 15 years and have grown from a fledgling company to market leader in our area. Peter's coaching enables you to cut through the bullshit and achieve great results in any market.

Greg Gardiner, Summit Realty
Bunbury.

Day 3

Imagine having complete control over these important aspects of your business!

Coaching

You will design an entire coaching program for your office including:

- Meetings required in a week.
- Payment structures.
- Business plans. Several to use throughout the year.
- Running a 90 day cycle of coaching.
- Coaching new people.
- Coaching the middle section upwards.
- Working with top performers. Specific ideas.
- Getting top people committed. And keeping them.
- How to run one on ones. (Total structure).
- Replacing the management meeting.
- Dates to celebrate.
- Competitions to run.
- Celebrating success. Awards to run.
- Coaching them in, or out!
- Coaching BDMs in Prop Management.

Your Office

- Retail or back two streets with some real space??
- How big an office do you need?
- But I have been in this office 10 years?
- Make some decisions here going forward.
- Some case studies.
- What needs to be in the office?
- Design/Re-design yours in Bootcamp.

Technology

We will be working through ALL of these segments and weaving technology into each of them. It cannot be a 'stand alone' segment.

What people have said...

The feedback when we use Peter is clear. His material is down to earth easy to implement and attendees feel like he is talking to them.

Do not hesitate to attend this 3 days. It is a huge opportunity to take your business to the next level.

Jason Andrews. Auctioneer.

Time Design

- Your ideal week design.
- Which meetings to run, when.
- PA's will be covered here. Yours if you are selling and yours, if you are not selling.
- How to stop them delegating up.
- Delegation in general.
- How to keep the momentum going by working on the right things at the right time.
- Most managers cannot get to the growth activities due to day to day management.

THIS SEGMENT WILL SHOW YOU HOW TO STOP THEM FORMING A QUEUE OUTSIDE YOUR DOOR IN THE MORNING AND KEEPING ON COMING UNTIL YOU GO HOME!

Working with a Sales Manager

- Setting their job role correctly.
- Paying them.
- Accountability.

Financials

- Your current P&L.
- Your P&L going forward. (Must always come off the plan.)
- How to read them.
- Find your break even.
- What is possible? We take profit here, not turnover!
- Market share and how important it is.
- Share of listings versus share of sales??
- Separate Prop Management and sales.
- Why?
- Some common pitfalls with getting good financial info.

Multiple Offices

- How to position them.
- How to run them.