

# Growing your Sales Team and Strategy

The  
**JONDwoskin**<sup>™</sup>  
**EXPERIENCE**  
Grow Your Business Big. **Very Big.**

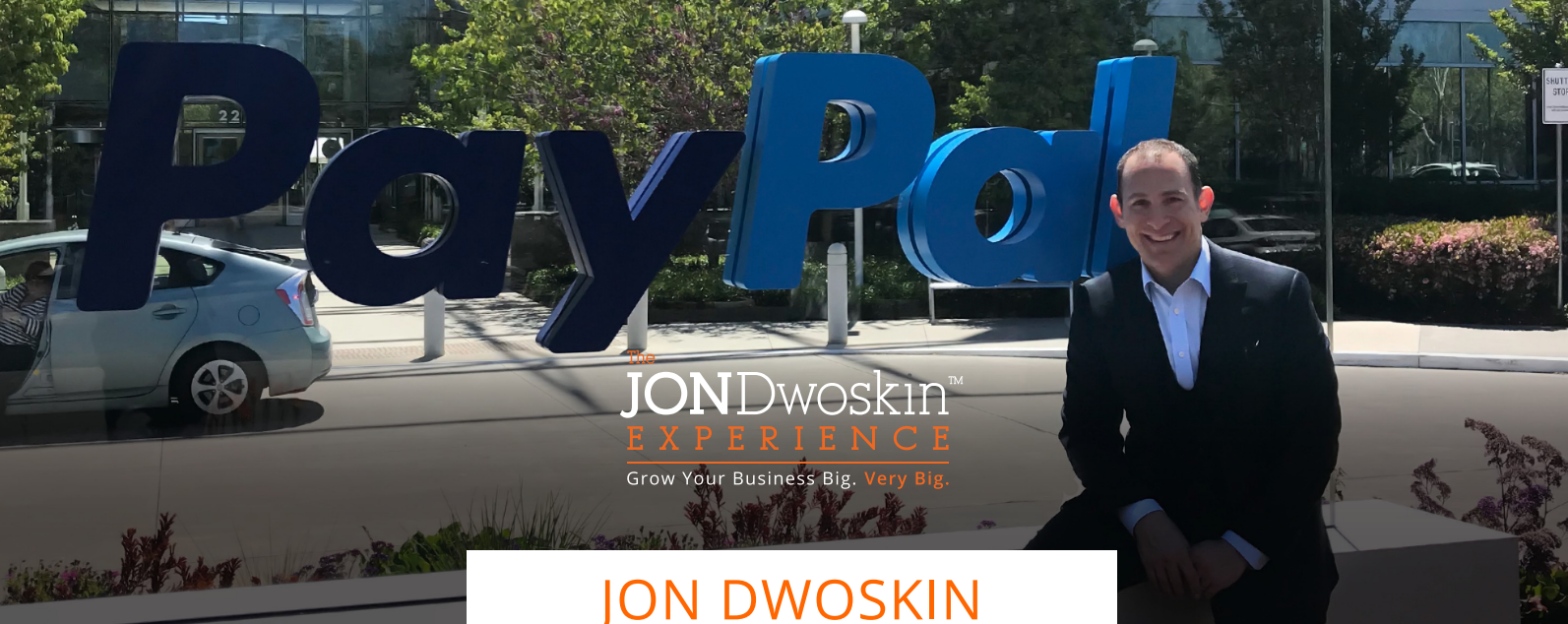


STRATEGY

GOALS

ACTION  
PL





## JON DWOSKIN

THE BUSINESS WHISPERER

Are you looking to grow your business big? Very Big! Call Jon to see how you can make 2018 your best year ever!

We've all heard of the horse whisperer, that man with the uncanny ability to understand what is troubling those magnificent animals. Well, Jon Dwoskin has been called the "business whisperer" for his remarkable way of advising executives. As a business coach, he helps them see how and why they have become stuck and how they can move forward. And today he is going to share some of these very concrete tips for staying motivated, rekindling your passion and increasing your bottom line.

Jon has reinvented himself several times. At age 23, he created an online marketing company. This was when the internet was still in its infancy, but Jon instinctively knew it was going to be big, and he successfully sold his company two years later.

He then took those instincts to real estate. After remarkable sales success, he was named regional manager of the Detroit Marcus & Millichap office. This was in August 2008 – one month before the recession hit. Despite the climate, Jon managed to build his branch into one of the most profitable of Marcus & Millichap's 76 offices across the country. He expanded his team to 45 agents by strategizing, training and improving their skill sets – and holding them accountable to their business plans.

Rather than rest on his laurels, Jon went on to become chief operating officer at the Hayman Company, where he partnered with the firm in its restructuring.

And now, at age 46, Jon is doing what he has wanted to do since he was 18, be an executive advisor and business coach, his Jon Dwoskin Experience helps executives from all walks of life become unstuck to grow their business big – or, as Jon says, "Very Big!" His book "The Think Big Movement" came out in August and was the #1 Business and Consulting Book on Amazon. He was recently on the cover of the Detroit Jewish News, was featured in the prestigious Crain's 40 Under 40, and was named alumnus of the year by Eastern Michigan University. He's also a 16-year cancer survivor, devoted husband and proud father of two.

For more information on how Jon can help you grow your business big. Very Big!  
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- I. **Shift in Mindset**
- II. **Fundamental Training**
- III. **Growing Pipelines,  
Conversations and Pocketbooks**
- IV. **A Leader's Responsibility**
- V. **Accountability**

“You either have a fixed mindset  
or a growth mindset”

Jon Dwoskin





# The System of Growing a Salesperson



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# SALES IS:

A personal  
development  
course with  
commission  
attached



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A man in a white shirt is silhouetted against a large window overlooking a city skyline at night. He is holding and looking at several documents. The city lights are visible through the window, creating a vibrant background.

# Think Like a **CEO**

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# SALESPERSON

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# What is Your Unique Ability/ Super Power?

List and describe no more than 2.

1.

2.

# What Business Are You In?

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# What Business Are You In?

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## Relationship Business

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# What Business Are You In?

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Relationship Business  
Service Business

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# What Business Are You In?

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**Relationship Business**  
**Service Business**  
**Expertise Business**

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# What Are You Selling?

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# What Do You Need to UNLEARN?

1.

2.

3.

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# How Do You Value Your Time?

260  
Weekdays  
in a Year



10  
Holidays



10  
Vacation  
Days



240  
Working Days  
in a Year



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# Influence Quadrants



# Revenue Streams





# 90 Day Plan

## The Sun Will BURN Your Biz

May

Calls \_\_\_\_\_

Proposals \_\_\_\_\_

Listings \_\_\_\_\_

Closings \_\_\_\_\_

F2F Meetings \_\_\_\_\_

June

Calls \_\_\_\_\_

Proposals \_\_\_\_\_

Listings \_\_\_\_\_

Closings \_\_\_\_\_

F2F Meetings \_\_\_\_\_

July

Calls \_\_\_\_\_

Proposals \_\_\_\_\_

Listings \_\_\_\_\_

Closings \_\_\_\_\_

F2F Meetings \_\_\_\_\_

“Failing to plan is planning to fail.”

Alan Lakein

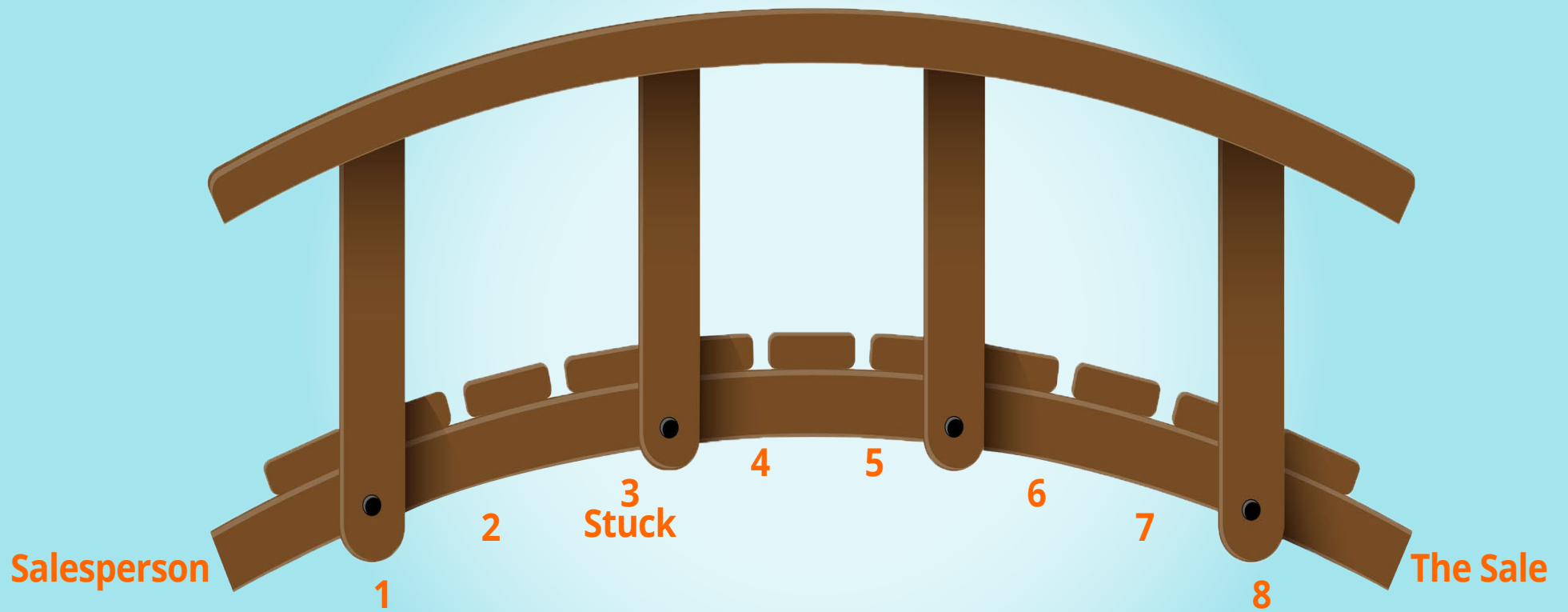
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# Leading vs Lagging Indicators

LEADING INDICATORS	LAGGING INDICATORS



**Role playing:**  
**What would you do?**  
**What if?**



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# Role Playing Timesheet

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

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Seeing around the  
corner is a characteristic  
of good leaders

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A woman with long dark hair, wearing a green cardigan over a black and white patterned top, is sitting at a desk and smiling warmly at a man. The man is seen from the back, wearing a light blue button-down shirt. They are in an office with a brick wall in the background and a window showing greenery. The word "APPROACHABLE" is overlaid in large white letters across the center of the image.

# APPROACHABLE

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# Name the Disconnect

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# Your Responsibility to Your Salespeople:

Empower them,  
but don't enable them

Hold the company vision  
and their vision

Provide them custom  
talking points, but don't make  
your voice their voice

Let them know what's next,  
but guide them to tell you first

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# Responsibility

Ask Questions

Weekly Workshops

1:1s

Walk and Talk

Talking Points

What's Next

Listen

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# Consistency & Discipline

Q/M/W 1:1s

Grasp of Pipeline  
(Present & Forecast)

Gaps

Leading Activities  
(Specific & Measurable)


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“It’s not what you  
preach, it’s what you  
tolerate.”

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# Accountability Partner(s)

Name \_\_\_\_\_ and Name \_\_\_\_\_ Date \_\_\_\_\_

3 things you need to be held accountable for each day

- 1
- 2
- 3

3 Ways to hold each other accountable every day/week?

- 1
- 2
- 3

How will you check in with each other at the beginning of the week?

How will you check in with each other at the end of the week?

What will you do for each other on the weekend?



Choose partner who will be honest with you

Meet or talk weekly to check in on progress and set goal(s) for upcoming week

Determine a consequence if you don't do what you say you are going to do



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“If you want a new tomorrow,  
then make new choices today.”

Tim Fargo



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# Q&A



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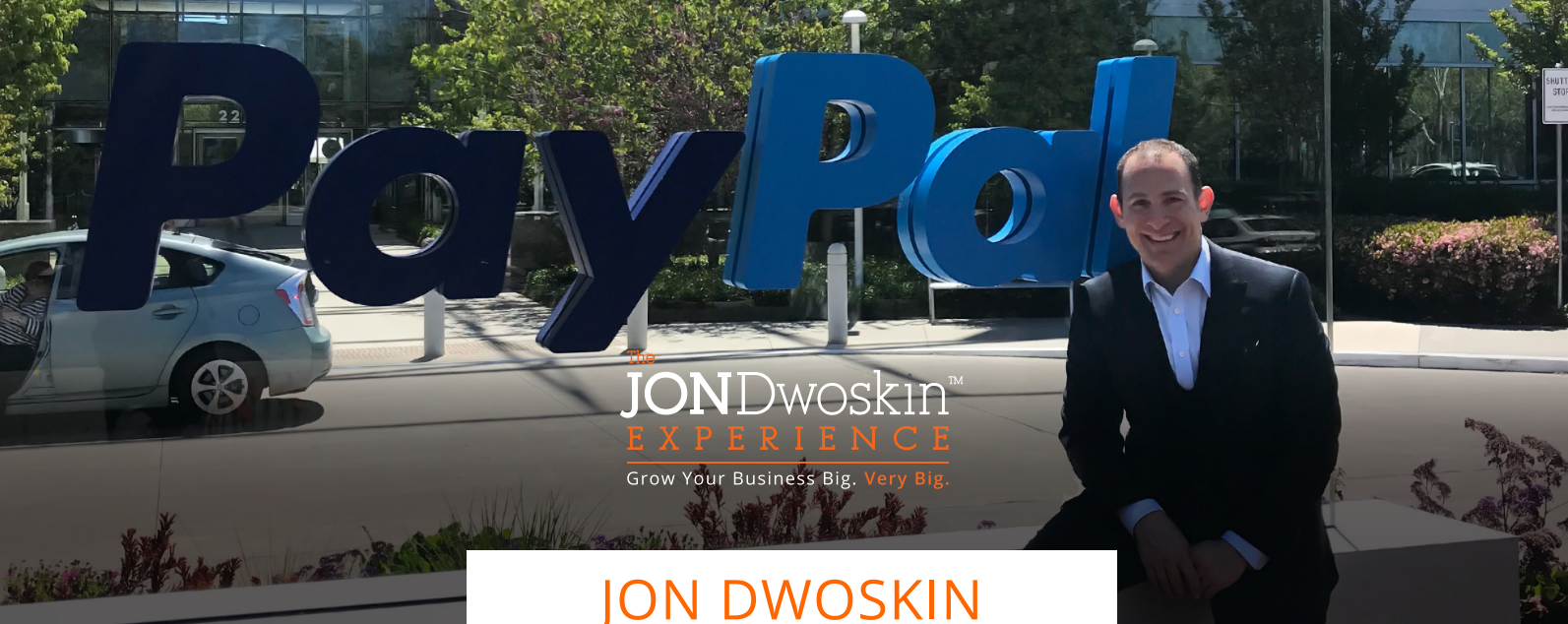
Thank you for your time,  
I appreciate it.

*THINK BIG!*

*JON*

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