MICHIGAN REALTORS CONVENTION

Soaring Eagle Casino & Resort

Mt. Pleasant, Michigan October 5-7, 2016

SPEAKER JON DWOSKIN

Executive Advisor, Business Coach

Strategizer | New Idea Guy | Influencer







THINKING BIG DEFINED:

Doing small activities consistently every day that compound to create something big. **Very BIG!**



WHAT ARE YOU REALLY SAYING?

PERCEPTION

Words = _____%

Tone = _____%

Physiology = _____%

REALITY

Words = _____%

Tone = _____%

Physiology = _____%



Fun. Repeat. Think Big. Be Specific. Measure everything. Have fun. Repeaterything. Have fun. Repeat. Think Big. Be Specific. Measure everything. Be Specific. Measure everything. Have fun. Repeat. Think Big. Be Specific. Fun. Repeat. Think Big. Be Specific. Measure everything. Have fun. Repeaterything. Have fun. Repeaterything. Have fun. Repeaterything. Be Specific. Measure everything. Be Specific. Measure everything. Be Specific. Measure everything. Have fun. Repeat. Think Big. Be Specific. Think Big. Be Specific. Measure everything. Have fun. Repeat.

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rerything. Have full. **Repeat. Think big.** Be specific. **Measure everything** Se Specific **Measure everything**. Have fun **Repeat. Think Big.** Be Specific

I AM IN THE BUSINESS OF:	





DWOSKIN ULTIMATE BUSINESS PLAN ROADMAP

INFLUENCE QUADRANTS

Quadrant 1

Clients who make you money & you can influence

Quadrant 3

Clients not making you money & you can influence

Quadrant 2

Clients who make you money & you can't influence

Quadrant 4

Clients who do not make you money & you can't influence (Time Wasters)



"You either have a fixed mindset or a growth mindset"





Dwoskin ULTIMATE BUSINESS PLAN ROADMAP

ONE YEAR BULLSEYE DAILY STANDARDS

GOALS	YEARLY	QUARTERLY	MONTHLY	WEEKLY	DAILY



ULTIMATE BUSINESS PLAN ROADMAP

5 QUESTIONS TO MAKE YOU MONEY





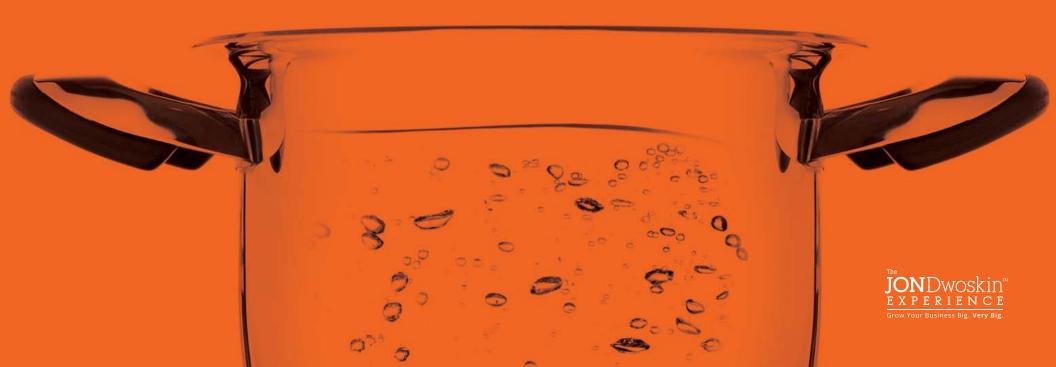
ONDWOSKIN ULTIMATE BUSINESS PLAN ROADMAP

VIP FARM CLIENTS

TOP 30	PHONE	ACTION ITEM
1.		
2.		
1. 2. 3. 4.		
4.		
5.		
6. 7.		
7.		
8.		
8. 9. 10.		
10.		
11. 12. 13.		
12.		
13.		
14. 15. 16. 17.		
15.		
16.		
17.		
18.		
19.		
20. 21.		
21.		
22.		
23.		
24.		
22. 23. 24. 25. 26.		
26.		
27.		
28.		
29.		
28. 29. 30.		

The boiling frog is an anecdote describing a frog slowly being boiled alive.

The premise is that if a frog is put suddenly into boiling water, it will jump out, but if it is put in cold water which is then brought to a boil slowly, it will not perceive the danger and will be cooked to death.





NDwoskin ULTIMATE BUSINESS PLAN ROADMAP

50 PROPOSALS

How Fast Can You Get To	50 Proposals=Flush Pipeline
1-10	31-40
1 2	31
3	33.
4.	34.
5	35.
6	36
7	37
8 9	38
10.	40.
11-20	41-50
11	41
12	42
13	43
14	44
15 16	45 46
17.	47.
18	48
19	49
20	50
21-30	NOTES
21	
22	
23	
24	-
25 26	
27.	
28	
29	
30	



NDwoskin ULTIMATE BUSINESS PLAN ROADMAP

DAILY PLANNER

This We	ek:					Next Wee	ek:				
	М	Т	W	TH	F		М	Т	W	TH	F
Goal						Goal					
Time Block						Time Block					
Top 3 Prio 1. 2. 3.	orities ues to Resolve					Top 3 Prior 1. 2. 3.	rities es to Resolve				
1. 2. 3.	des to Resolve					1. 2. 3.	es to Nesolve				
Top 3 Pro 1. 2. 3.	jects					Top 3 Proje 1. 2. 3.	ects				
Top 3 Noi 1. 2. 3.	n-Negotiables					Top 3 Non- 1. 2. 3.	-Negotiables				
#1 Habit t	this week					#1 Habit th	nis week				



Dwoskin ULTIMATE BUSINESS PLAN ROADMAP

TRACKER FOR THE DAY

Calls

M	T	W	TH	F	M	T	W	TH	F	Personal Recess: Take 30 Minutes a Day to Walk Away from
M						7 ME	ETINGS/	WEEK		Your Business Everything has a Compound Effect (Even Balance)
						5 PRC)POSALS	/WEEK		5 DATABASE ENTRIES/DAY



ONDWOSKINT ULTIMATE BUSINESS PLAN ROADMAP

EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER



90 Days for \$90 Bonus Additional 30 Days 90 Days-120 Days for \$90

Sign up at: jondwoskin.com/90-Day-Kickstart

Kick Start Your Sales Pipeline With the Ultimate Coaching and Training Program

It's common to hit the gym for a physical workout, but your business needs a disciplined workout too!

The 90-Day Kick Start Program is structured to strengthen and revitalize every aspect of your business.

The innovative Kick Start Program will will put — and keep — you on the right track, with proven sales tools, tips, success secrets, mentoring, next-step guidance and easy-to-follow daily tasks to grow your pipeline, revenues and business immediately.

Warning: Requires Commitment of Consistency.

Success Delivered Directly to Your Inbox



Friday Weekly Sales Workout



Monthly Think Big Sales Newsletter



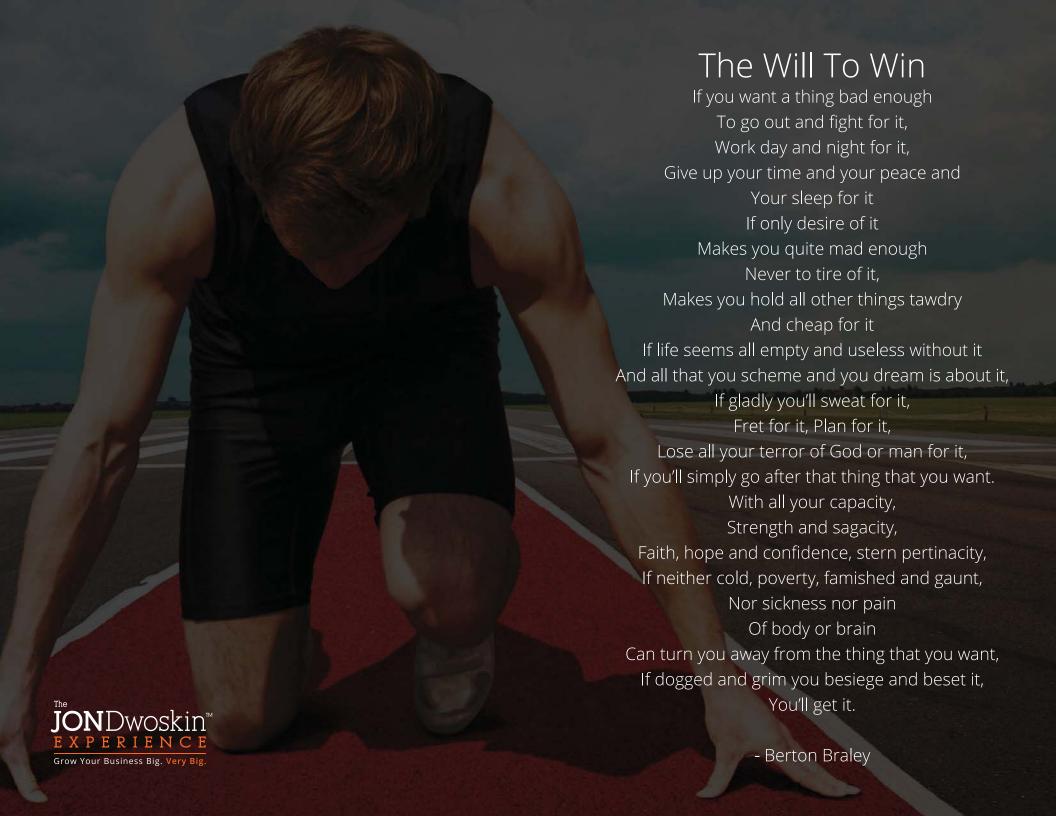
Bi-Monthly Wednesday Sales Workshops



Inspiring Sunday
Sales Starter



Additional 30 Days



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Tell

Tell

Dwoskin ULTIMATE BUSINESS PLAN ROADMAP

RECRUITING QUESTIONS

On a scale from 1-10, how badly do you want
to?
Have you seen our website?
Tell me about a situation where you
Tell me how you make a decision.
How do you make a decision when your "boss" is not around?
Tell me how you lead.
Tell me how you look at something with different eyes and make something better and more effective.
Tell me about a time y <mark>ou lost yo</mark> ur cool and how you recovered.
Why do you want to leave your job?
What would your best friend say about you?
What would someone who hates you say about you?
How do you resolve conflict?
Tell me a story about your discipline.
Tell me a story about when you were proactive.
Tell me how you learn.

Tell me how you continue your learning.

Tell me a story about how anyone has coached you to be better and grow.

Tell me something exciting.

Why are you are sitting in front of me?

Tell me about a time you and a co-worker didn't get along and how you resolved it.

Tell me about a time when your boss pissed you off and how you handled it.

How do you incorporate balance into your life?

What do you consider a productive work day?

How do you define work/life balance?

Tell me about a time in your life you realized something in hindsight.

What you do when you are wrong?

What type of winner and looser you are?

Tell me about your ego.

Tell me about your good and bad habits.