

RECRUITMENT THATWORKS

Attracting, Retaining, and
Developing the Right Agents

Dan Stewart

Founder & CEO of
Happy Grasshopper

ConnectWithDanStewart.com

HappyGrasshopper.com



RECRUITMENT

Use this worksheet to map out your vision, goals, and strategy. Review it weekly.

Name:

Date:

VISION & GOALS

CURRENT RESULTS

TAM

of Agents:

of Agents:

EXISTING TECH STACK

Average
Production:

:# who fit your
criteria (or 20%):

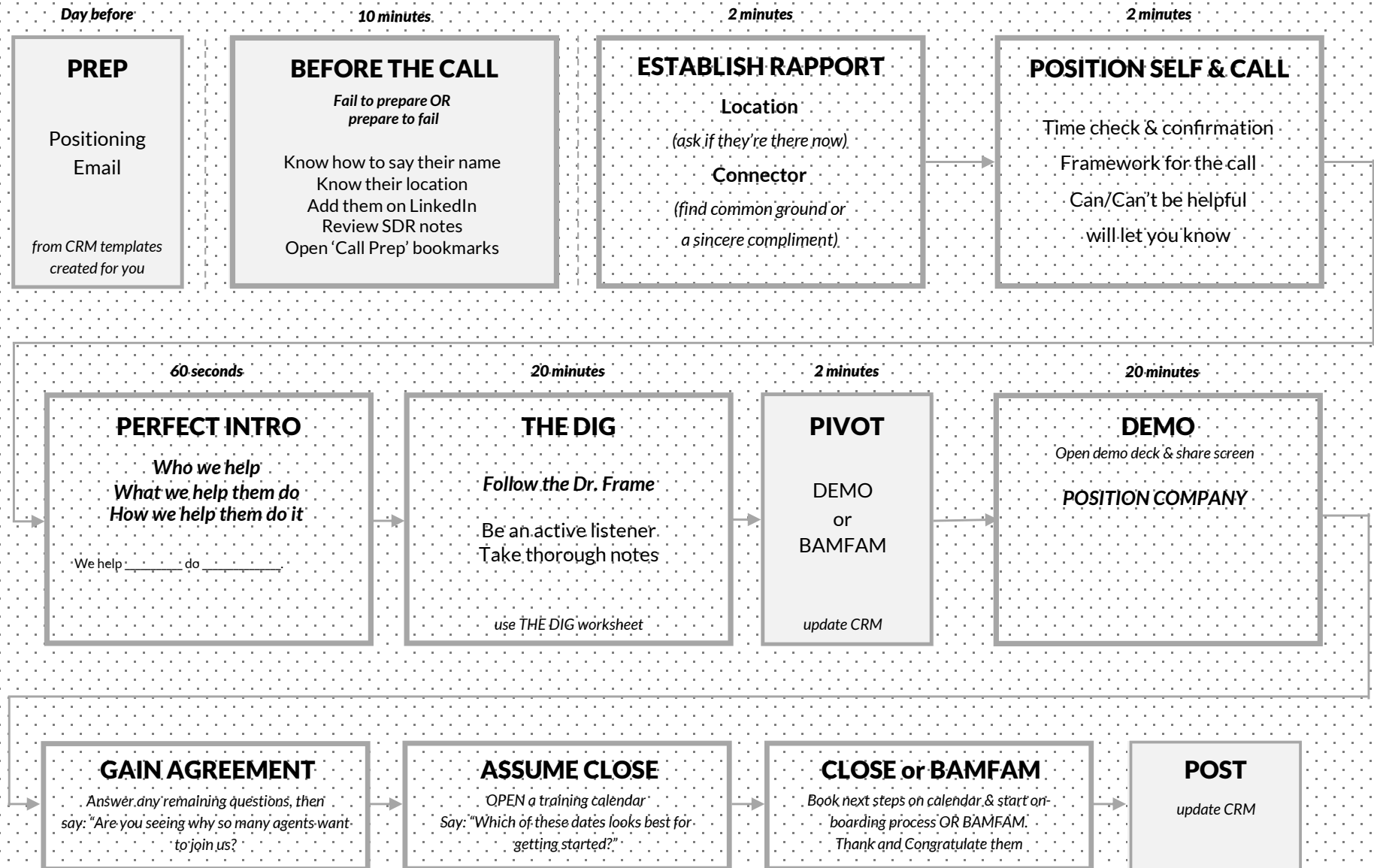
ASSETS & OFFERINGS

Data source:

PLANT YOUR FLAG

IDEAL RECRUIT

SUCCESS PROCESS



DIG WORKSHEET

Name:

Company:

Date/Time:

PERFECT INTRO

Your Brokerage Name helps _____ do _____.

What's business like now?

☐ Buyers ☐ Sellers AND ☐ PC/SOI ☐ Lead Gen

Sides: # _____ GCI: \$ _____ GOALS:

Awareness:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Credibility: 60-Sec. Background

Does that align w/ what you're looking for?

RESULTS

What's going on in the business that brings you on today? Why NOW?

What about you personally? Why is that important to you?

REALITY

Where are you now? How are you solving that today?

Happy? What don't you like? Changes? Impact?

Describe in one word...

ROADBLOCKS

What's holding you back? Why not keep tweaking?

What else have you tried? Happy with it?

What do you need from us?

How soon...? Consequence?

STRETCH THE GAP

Let me make sure I have this right...

Today you're feeling... _____.

Because you're only at _____.

But you want to be at _____.

So you personally can _____.

Is that what I'm hearing?

PAINS

In order to do that, we must...

#1.) _____.

#2.) _____.

#3.) _____.

That way we can avoid..._____.

PIVOT

DEMO or BAMFAM

CLOSE THE LOOP- Where from here?

NOTES

NOTES

NOTES

NOTES

Our Sincere Passion For Conversation

happygrasshopper®

01 We believe...

Everything we work to achieve in life is amplified by the relationships we build and maintain.

By consistently engaging others in conversation, we're able to unlock the magic of human connection.

Conversation is where we learn, fall in love, raise our children, negotiate contracts, and build our careers.

Happy Grasshopper® exists to connect your world in conversation.



Core Values

Every member of our company is sincerely committed to your success. Each of us will strive to exceed your expectations in a way that leaves you feeling surprised, delighted, and absolutely thrilled to be a member of Happy Grasshopper.



Thoughtful

We deeply listen and strive to understand.



Intentional

Actions guided by intentions create results.



Tenacious

We tirelessly pursue the achievement of our goals.



Consistent

Consistency equals professionalism.



Positive

Opportunity is everywhere with the right mindset.



Open-minded

We set aside our egos in the quest for victory.



Honest

Transparency is critical to improvement.



Dependable

Time-on-task over time achieves everything.