

Managing Brokers' Guide

Now that all NAI Global brokers and employees have complimentary access to the Dealmakers online commercial real estate sales training program, your job just got easier.

Because managing brokers are so busy, training tends to be placed on the back burner to make room for more urgent priorities. Dealmakers handles the sales training for you!

While agents often complete Dealmakers modules on their own, many managing brokers use the program as a group sales training tool. You can show the videos during sales meetings, educational sessions or lunch-and-learns. Additionally, Dealmakers is an effective tool for new agent training.

Here are some best practices for using Dealmakers in a group setting:

1. Show the videos on a system with good audio/visual capabilities. Just so you know, bad audio is more distracting than bad video.
2. Each video has a corresponding workbook. Print copies of the workbook ahead of time and hand them to each participating broker at the start of your training session.
3. Agents should follow along in the workbook as they watch each video. Each workbook has exercises that they can complete on their own (some companies do the exercises as a group).
4. Each workbook includes a section with "Questions to Ponder." Some managing brokers like to use these for group discussion topics after watching the video.
5. It's not necessarily a requirement, but we recommend you complete the modules in numerical order.

When using the program for new agent training, most managing brokers have new agents watch the videos and complete the workbooks on their own and then periodically report to the managing broker (or their mentor, if applicable) what they have learned. If you are starting more than one new agent at the same time, the group format would work well.

But Dealmakers is not just for new agents. One of the biggest fallacies in commercial real estate is that experienced brokers don't need ongoing sales skill development.

One last thing – this program is not real estate 101. It's not principles and practice. It's not investment or leasing training. Dealmakers is 100-percent focused on sales training. We're more interested in helping brokers attract clients and close deals rather than teaching them how to fill out some purchase agreement template.