



Personal Consulting Guide

Nina Royals

Completed: February 10, 2022



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How to Use This Guide

Understanding and forming a connection with Nina is critical to the recruiting process.

This guide provides the tools you need during the recruiting appointment to **get to know Nina and answer all Nina's questions** about Keller Williams Realty in each of the five stages of the recruiting appointment.

Reference Tools - do not bring these to the recruiting appointment!

Consultation Prep Notes

- Step-by-step instructions on how to prepare for and conduct a recruiting appointment

Scripts

- Memorize, then internalize the scripts

Recruiting Appointment Tools - bring these to the recruiting appointment!

KPA Verification

- Leverage the KPA Personal Report to quickly and easily zero in on who Nina is, and how Nina operates, as well as providing value to Nina by giving Nina a clean copy of the Personal Report

Five Stages of the Recruiting Appointment

1. Welcome the Recruit	<input type="checkbox"/>
2. Verify the KPA	<input type="checkbox"/>
3. Needs Analysis Conversation	<input type="checkbox"/>
4. Target the Value Proposition	<input type="checkbox"/>
5. Close	<input type="checkbox"/>

1: Welcome Nina

Nina, thank you so much for taking the time to meet with me today. I hope you enjoyed taking the KPA.

The KPA is a unique assessment that gives us a glimpse into your preferred style behavior and what type of role/environment would maximize your talents.

I am excited to go over your results and get to know you a a bit better.

2: Verify the KPA

Getting to know the behavioral style of Nina will help you understand who Nina is and how Nina operates, as well as how to motivate and communicate with Nina once Nina has joined your Market Center or team as you continue to cultivate the relationship.

Step One: Prepare for the Verification

Read the Personal Report for Nina.

- **Behavioral Strengths**— descriptions of the dominant traits
- **Operating Style**— the behavior traits in action on the job
- **Descriptive Review**—how the traits interact with each other
- **Summary**— summary of the 7 behavior traits
- **Trait Definitions**—each trait explained in detail

Print the Personal Report to give to Nina at the end of the consultation.

Check your mindset:

Get ready to engage! The purpose of the personal consultation is to build a relationship with Nina.

- **Sit back and relax!**
- **Use Body Language** — mirror and match
- **Connect** — share experiences, empathize, and agree where appropriate — Nina may not care about KW until Nina connects with you

Step Two: Conduct the Verification

Introduce the verification process and set expectations.

Nina, I'm sure you are curious about the Keller Personality Assessment (KPA) you completed for us, and I am excited to share the results. The report we have received describes your unique combination of traits. Each trait has beneficial aspects, so remember that there is no good or bad combination of traits. My goal is to truly understand who you are and how you operate, and review and edit the report together to get a custom report that is all about you. *(Big smile!)*

Follow the instructions for the **Behavioral Strengths** and **Operating Style**, beginning each section by reading the heading and the purpose of the section.

Follow the instructions for the **Descriptive Review**.

Note: In the Descriptive Review, you will hand the page to Nina. This will reset the control balance between you and Nina.

Point out that words and phrases may repeat as they are used in different contexts.

You may hear certain words and phrases again and again in different contexts.
Let's be looking for patterns.

Take notes (ask first!) throughout the interview, capturing words and phrases Nina uses as exactly as possible.

Conclude by showing Nina Nina's Summary Chart and completing the Report Review page with Nina's. Then give Nina a copy of Nina's Personal Report (clean, without your notes).

Here is the summary of your traits. If I heard what we just verified correctly, the summary shows that you are at your best when you are able to be *(list the most significant traits)*. Is this accurate?

Ask Nina to continue the conversation.

Responsiveness

Calm ————— |————— Expressive

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina exhibits a very responsive and fast-paced personality style. Nina is often seen as energetic because of Nina's tendency to be constantly on the go while remaining eager to take on new commitments. Nina tends to be somewhat restless, and Nina may need to guard against scattering Nina's resources and becoming disorganized.

Dig Deeper

- "Give me an example of how this trait shows up in your job/at home/with your friends."
- "Tell me more" or "What's another example?" or "Walk me through"

Structure

Flexible ————— |————— Likes Rules

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina is not a naturally structured individual, and Nina seeks the opportunity to create Nina's own schedule and work methods. Nina becomes restless and discontent in jobs that do not provide Nina with flexibility and the freedom to be self-managed.

Dig Deeper

- "Give me an example of how this trait shows up in your job/at home/with your friends."
- "Tell me more" or "What's another example?" or "Walk me through"

Adaptability

Independent ————— ■————— Accommodating

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina is a sincere person who is genuinely interested in making people feel comfortable. Nina will normally adjust to the needs of others and will refrain from actions that may cause unpleasantness. Nina is assertive, but Nina will achieve Nina's goals through diplomatic persistence and by seeking cooperation from others.

Dig Deeper

- "Give me an example of how this trait shows up in your job/at home/with your friends."
- "Tell me more" or "What's another example?" or "Walk me through"

Optimism

Skeptical ————— ■————— Optimistic

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina will be seen as positive and likeable as Nina conveys an attitude of optimism in most situations and with most people. Nina's positive outlook and upbeat attitude may cause Nina to lack objectivity at times, as Nina almost always see things working out as anticipated.

Dig Deeper

- "Give me an example of how this trait shows up in your job/at home/with your friends."
- "Tell me more" or "What's another example?" or "Walk me through"

Operating Style

Nina's behavior traits combine together in unique ways to impact the way Nina works with and communicates with others.

Read each statement below to Nina. Ask Nina to assess the accuracy of each statement on a scale of 1 to 10.

Communication

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina recognizes the benefits of friendly, straightforward communications. Nina is naturally expressive and articulate and has good persuasive aptitude. Nina is usually eager to share and promote Nina's ideas, and Nina tends to be undeterred by opposing viewpoints. Nina likes to get to the heart of issues quickly and decisively without being sidetracked by details or distractions.

Decision Making

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina most often relies on the strength of Nina's own convictions, insights, and personal authority to justify Nina's actions. Nina should, however, be willing to investigate, examine the facts, and assess issues pragmatically. Because Nina is firm in Nina's views and conclusions, Nina will push to implement Nina's decisions in a positive and resolute fashion. Nina is assertive and results-oriented, and Nina has confidence in Nina's ability to make decisions independently.

Ideal Environment

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina enjoys interacting with people and getting things accomplished. Nina is at Nina's best in a socially active and change-oriented environment. Nina is easily bored with routines, the status quo, and slow-moving processes. Nina welcomes responsibility for tackling new projects and for actively directing a variety of tasks. Because Nina is naturally quick-paced and motivated to expedite processes, Nina has good aptitude for managing deadlines. Nina prefers open ended settings to highly structured ones, but Nina can adjust to essential guidelines as necessary to facilitate efficient results.

Ideal Supervisor

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina expects to be accountable for specific outcomes, but Nina seeks the freedom to initiate and implement projects on Nina's own. Because Nina becomes bored and restless by an absence of progress and too much predictability, Nina benefits from new assignments, new challenges, and timely opportunities for upward mobility. Nina's ideal supervisor is comfortable delegating and providing Nina with considerable freedom and latitude to organize and prioritize Nina's work independently. Nina responds well to leadership roles, and Nina likes to organize work groups and make decisions.

Team Dynamics

Ask Nina: On a scale of 1 to 10, how accurate would you say each sentence is?

Nina likes to identify with a capable team, and Nina can often inspire others with Nina's energy, optimism, and direct approach to solving problems. Nina works to be a key contributor and an assertive influence. Nina is drawn to socially challenging and dynamic environments where Nina can take the lead in directing others and deciding how things should be done. Nina is sociable and persuasive, and Nina will take initiative to sell Nina's ideas and decisions.

Descriptive Review

Nina, your personality traits do not exist in isolation of each other; each trait impacts the other. Below is an integrated view of you. Please read this section and underline the most significant passages.

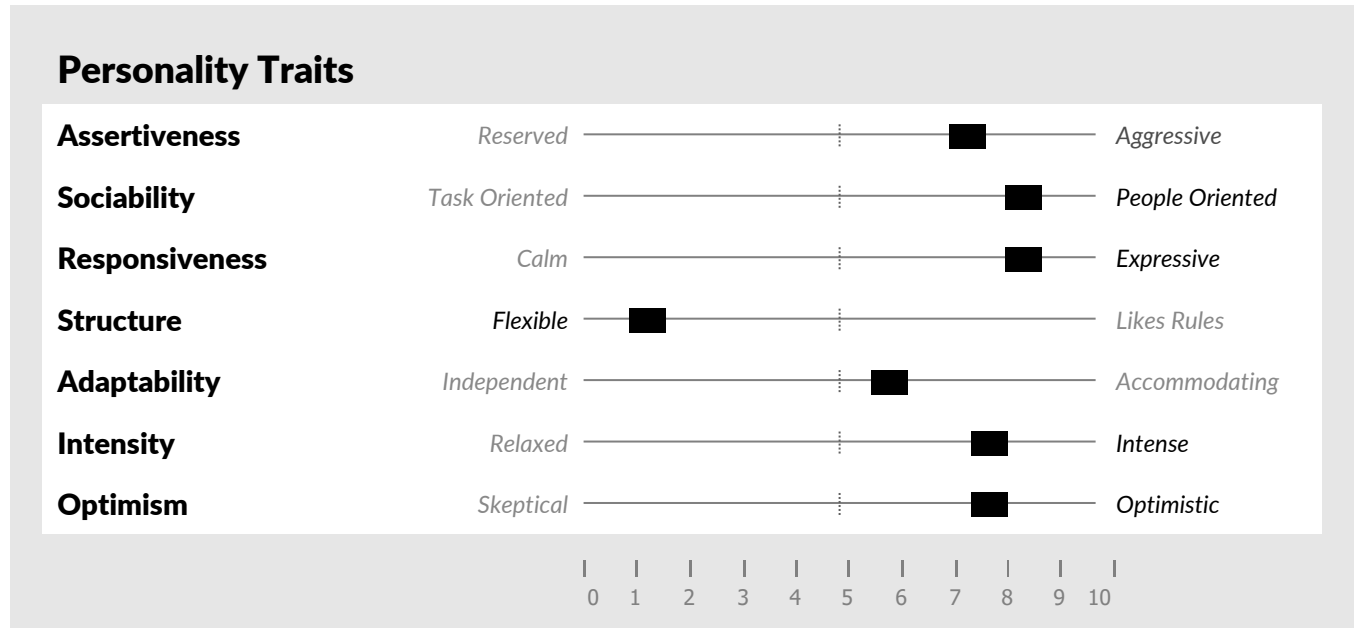
Nina has very assertive and independent behavior which is often found in entrepreneurs. Nina has the ability to work with people in a fast-moving environment. Nina prefers to establish Nina's own methodology and will not want to work under tight restrictions. Nina is an aggressive person who has a natural tendency to take charge and to control Nina's environment. Nina is self-reliant, direct, and can be socially assertive. Nina is a highly responsive individual who needs a variety of opportunities for outward expression. Nina grows impatient quickly with one-dimensional work.

Nina tends to be accommodating and adaptable in Nina's relationships with people. Nina is generally not one to openly impose Nina's ideas or expectations on others and will usually conform to group consensus. However, Nina is quite assertive, while also diplomatic, in pushing Nina's objectives. Nina is not dependent on formal structures. Nina enjoys freedom in a job as well as the opportunity to develop Nina's own methods. Nina has natural aptitudes that help in leadership and persuasion. Nina is socially assertive and will tend to lead others in a diplomatic manner.

Nina has a natural tendency to gain satisfaction by associating with other people. Nina tends to initiate contacts, enjoys variety in Nina's interpersonal relationships, and will seek recognition. Nina is most frequently optimistic and cheerful. Nina has a very high level of emotional intensity when dealing with difficulty or problems. When frustrated, Nina responds with a great deal of energy.

Summary Chart

Nina, the chart below shows your assessment results as compared to the general adult working population. Each measurement's distance from the center of the chart describes the intensity the trait.



Report Rating

Use the space below to verify the overall report with Nina.

Overall Rating On a scale of 1 to 10, how would you rate this report?	1 2 3 4 5 6 7 8 9 10
Most Accurate Specifically, what was most accurate about the report?	
Least Accurate What would you say was least accurate?	
Overall Comments Overall, do you have any comments or feedback about the report?	

Trait Definitions

Behavioral traits describe how a person acts. Individuals who score at the highest and lowest points have more pronounced characteristics.



DEFINITION	LOW	HIGH
1) ASSERTIVENESS <i>taking initiative</i>	RESERVED <ul style="list-style-type: none"> Achieve goals through cooperation and good planning Conservative in action Move slowly to action Faced with obstacles, tends to stop and reassess before moving forward again Typically receptive to the actions of others 	ASSERTIVE <ul style="list-style-type: none"> Determined, persistent, and direct Willing to move forward, take actions, and solve problems May be confrontational and stubborn
2) SOCIABILITY <i>the desire to work with others</i>	TASK ORIENTED <ul style="list-style-type: none"> Introspective and enjoy working with things and ideas Must work at interacting with others, and may find long periods of social interaction stressful Low sociability usually does not indicate unfriendliness, but a preference for fewer social contacts and less tendency to actively seek new relationships 	PEOPLE ORIENTED <ul style="list-style-type: none"> Driven to interact with others Prefers not to work alone for extended periods of time and actively seeks new relationships Tends to have a wide circle of contacts and acquaintances
3) RESPONSIVENESS <i>how a person reacts and responds</i>	CALM <ul style="list-style-type: none"> Steady, calm, and patient Works at a slower, composed pace to accommodate their reaction time Tends to internalize their feelings and opinions 	IMPATIENT <ul style="list-style-type: none"> Fast-paced, excitable and impatient Prefers an exciting, hectic, fast-paced work environment and likes a lot of things happening at once Expresses themselves outwardly, rather than holding in their feelings when responding to external events
4) STRUCTURE <i>the need to seek order and certainty</i>	FLEXIBLE <ul style="list-style-type: none"> Greater tolerance for ambiguity More concerned with outcomes than following rules and established procedures 	LIKES ORDER <ul style="list-style-type: none"> Prefers order and certainty Follows the rules and established procedures Uncomfortable with uncertainty and ambiguity Accurate and thorough
5) ADAPTABILITY <i>the desire to accommodate others</i>	INDEPENDENT <ul style="list-style-type: none"> Independent minded and less concerned about the impact of their behavior on others. Does not readily take other people's thoughts and feelings when making a decision. 	ACCOMMODATING <ul style="list-style-type: none"> Very concerned about other people's thoughts and feelings when deciding what to do or say Diplomatic and tactful Wants to be on positive terms with most people
6) INTENSITY <i>the degree of reaction</i>	COOL <ul style="list-style-type: none"> Reacts less strongly when frustrated Seeks a more reasoned or logical approach to resolution 	HOT <ul style="list-style-type: none"> When frustrated, responds with a high level of emotional vigor. Whether or not this frustration or vigor is displayed outwardly depends on a person's level of responsiveness
7) OPTIMISM <i>the degree of positive thinking</i>	SKEPTICAL <ul style="list-style-type: none"> Actively looks for potential problems and worry about what could go wrong 	OPTIMISTIC <ul style="list-style-type: none"> Feels cheerful and upbeat most of the time and may ignore negative information.

3: Needs Analysis Conversation

Get to know Nina so you can help Nina determine Nina's primary wants and needs. Only after you have that understanding can you show Nina how KW can fulfill those wants and needs.

Step One: Prepare for the Needs Analysis

Internalize your questions.

- You might start with the same questions each time you interview, then listen to discern their specific needs and ask logical follow-up questions.
- Drill down on issues – ask, “Tell me more about that,” or “What about that is important to you?” multiple times, if needed, to draw them out until you understand them.
- Enter details into Command for MC Leadership.

Step Two: Conduct the Needs Analysis

Have a note system.

- Write down notes about important points Nina mentions, along with Nina's needs as you hear them (ask first).
- When you note needs, mark them with a star. If Nina references that need again, mark it with another star. Your notes document Nina's story and will clearly show Nina's most pressing need—the one that is starred the most.
- Tell me about your business?

- What's going well?

- What challenges are you having or what do you wish you could change?

- What are your goals?

- Who in your organization is having these kinds of conversations with you?

- Is there anything else you would like to share?

4: Target the Value Proposition

The Keller Williams Value Proposition provides numerous solutions to help Nina with Nina's needs. Once you've identified Nina's need, you can be prescriptive to target the Nina's needs.

Step One: Prepare for the Value Proposition

Know the KW Value Proposition.

Check your mindset!

- **Stay focused** on Nina's specific needs and wants! This is not the time to tell Nina anything and everything you know about KW. Only present Nina with solutions to issues Nina has specifically told you about.

Step Two: Conduct the Value Proposition

Practice gap analysis

- Come from curiosity—ask questions and listen!
- Use the Prescriptive Value Proposition table.

Prescriptive Value Proposition

Agent Need	KW Solution	Value
Life Balance	Career Visioning	Leverage from a team
	SHIFT Tactic 3: Effective People Leverage	Leverage from others
	Leverage for Command	Leverage from technology
	Quantum Leap	Life planning
	Consultation: TL or Mastermind Group	Idea generation
	KW MAPS Performance or Life Coaching	Accountability
Sales Skills	Ignite	Lead generation in class
	BOLD	Mindset, leads, accountability
	Lead Generation 36:12:3	Choices of lead generation
	MREA: Buyer, Seller, Lead Generation Scripts	What to say; when to say it
	KW MAPS One-on-One and Group Coaching	Skills and productivity
	SHIFT Tactic 7: Seller Pricing Strategies	Seller skills
	SHIFT Tactic 9: Creating Urgency to Buy	Buyer skills

Agent Need	KW Solution	Value
Skills to Build a Business vs. Being a Real Estate Agent	Win with Buyers/Win with Sellers	Expand buyer/seller business
	Win with Sellers Scripts	What to say; when to say it
	Win with Buyers Scripts	What to say; when to say it
	MREA: The 7 th Level Model	Business runs without you
	KW MAPS Assistants Program	Business runs without you
	MREA: The Four Models Overview	Running a business
	SHIFT Tactic 2: Expense Management	Budgeting
	SHIFT Tactic 3: Effective People Leverage	Leverage from others
	Prelisting Packets all on Command	Marketing tools
	Listing Presentations all on Command	Marketing tools
	Buyer Consultations all on Command	Marketing tools
	KW MAPS One-on-One Coaching	Build a business
	<i>Social - Command</i>	Social media marketing
Technology	Command	Leverage and maximize technology
	Labs	Leverage and maximize technology
	Kelle	Leverage and maximize technology

Agent Need	KW Solution	Value
Lead Generation	Ignite	Lead generation in class
	BOLD	Mindset, leads, accountability
	Lead Generation 36:12:3	Choices of lead generation
	Touch Campaigns on Command	Campaign tools
	MREA: Lead Generation Model	Lead generation planning
	SHIFT Tactic 4: Upshifting Your Lead Generation	Choices of lead generation
	SHIFT Tactic 5: Lead Capture and Conversion	Conversion skills
	KW MAPS Group and One-on-One Coaching	Conversion skills, productivity
Exit Strategy (Wealth Building)	Grow Your Profit Share Tree and Wealth Building Workshop	Wealth planning
	<i>The Millionaire Real Estate Investor</i>	Wealth planning
	MREA: The 7 th Level Model	Business runs without you
	<i>HOLD</i>	Wealth planning
	Profit Share Program	Wealth planning
Opportunity to Teach	Train the Presenter Leverage Instructor	Skill building
	ALC Education Committee	Practice
	Become Leverage Instructor	Skill building

Agent Need	KW Solution	Value
Leadership Skills	ALC Clinic	Leadership opportunities
	Leadership Unlocked	Leadership tools
	Leverage Series	Find and recruit, train, lead, and motivate talent
	KW MAPS One-on-One Coaching	Leadership tools
Time Management/ Focus	Time Management with the 4-1-1	Accountability
	MREA: Time Blocking	Time management
	The Six Personal Perspectives	Mindset
	KW MAPS One-on-One Coaching	Accountability
	Team Meeting: invite them	Engagement
	The One Thing	Time management
Culture	Your Training Calendar: invite them to an event	Training
	Family Reunion: invite them	Training
	Family Reunion: Inspirational Brunch	Culture
	Mega Camp: invite them	Collaboration
	KW Cares	Culture
	RED Day	Culture
	KW MAPS One-on-One Coaching	Accountability

5: Close

Sample Closing Scripts

What's keeping you from joining KW?

(after they answer this question, use the feedback to target/solve their pain point... then close).

Nina, you mentioned you wanted to grow your business from X to Y. And just out of curiosity, how do you see yourself accomplishing that at your present company? Many agents have used our models and systems, and since you are like them, I am certain they can help you as well. Doesn't that make sense?

Are you ready to make a commitment to Keller Williams Realty?

May I sign you up today and send off your transfer of sponsorship?

Do you see how you can accomplish your goals using the Keller Williams systems?

You told me you were ready to take your career to the next level. Are you getting this now? Here's how I can help/here's how Keller Williams Realty can help ...

Do you know how you're going to accomplish your goals? If someone were to help you, what help would you want? Would you be interested in letting me be your business consultant?