

Your checklist for success with FocalAgent.

OBJECTIVE:

Print of this document as a ready reckoner for ensuring your office and team are really prepared and enthusiastic to engage with the new opportunities available to them, helping themselves, you and your agency.

Check	Description	Reference	Completed?
Staff Briefing	We always recommend that you brief your staff on the value and benefits available to them – this ensure they understand why they will need to review how they are working	Marketing benefits pack	
Measure what matters	Staff will focus on what they know is analysed – how about some new KPI’s. <ul style="list-style-type: none"> - No of virtual viewings - No of marketing packs on instructions 	One client set targets for virtual first for their team. <ul style="list-style-type: none"> - 25% week 1 - 50% week 2 - 75% week 3 - 100% week 4 <p>-----</p> <ul style="list-style-type: none"> - 50% of new instructions have packs 	
Enable Success	Ensure staff feel confident and comfortable – have they viewed our short training videos	Quick start training guides	
Get it ‘in the muscle’	We recommend that as part of your morning meetings: <ul style="list-style-type: none"> - Intro new properties with a virtual viewing <p>Create a leaders board</p> <ul style="list-style-type: none"> - No of packs - No of virtual viewings 	The more that your teams talk about virtual first, marketing packs the more normal and second nature their use will become	
Delegate	Don’t do it alone – identify a few people in the office who are bought into the new way of working; encourage them to help others adopt new ways of working.	Some clients call these people ‘agents of change’ others ‘Focal champions’ – their objective is to raise awareness and reinforce to staff why they need to adopt a differing way of working	

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