



QUANTUM  
MANAGEMENT  
SYSTEMS

---

JULY 13, 1997

---

PREPARED FOR:  
REGIONAL DIRECTOR  
CANDIDATES

---

PREPARED BY: DOUGLAS M. YEAMAN

---

This proposal especially  
prepared for:  
Regional Director  
Candidates

---

# ORGANIZATIONAL DEVELOPMENT PROPOSAL

---





---

JULY 13, 1997

---

PREPARED FOR:  
REGIONAL DIRECTOR  
CANDIDATES

---

PREPARED BY: DOUGLAS M. YEAMAN

---

## contents

### Page 1

Who We Are . . .  
Program Objective

### Page 2

Training Outline  
Logistics

### Page 3

Typical Project  
Descriptions

### Page 4

What People Say  
About Us

### Page 6,7,8

Training Descriptions

## Training Description

### VISION

A leader has vision of what an organization can become, but is this enough? You have the ability to produce changes in your organization simply by communicating it. Leaders express vision through symbols, metaphors, and models. These clearly telegraph their message into their organization. A leader committed to a vision can create a reality that others will share.

### TAKING A PERSONAL STAND

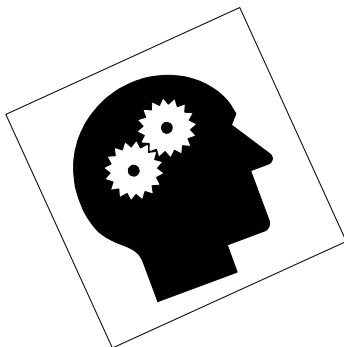
A vision is meaningful when a leader is willing to take a personal stand. When the leader takes a stand for their own vision, they stand with all the things that are consistent with that vision. They are uncompromising.

### CAUSING ALIGNMENT

Webster's Dictionary defines alignment as: "a condition of close cooperation." Where all intentions, motivations, actions, and values fall into line, an organization moves into a state of high performance. One may disagree with you but still align. Alignment allows for those who disagree to remain within your vision.

### PERSONAL POWER ALONG THE LINES OF EXCELLENCE

In traditional styles of management it is possible for people to hide behind their skills, titles, and roles. In leadership there is no hiding. To stay in personal power a leader participates with the principles that generate life.





---

JULY 13, 1997

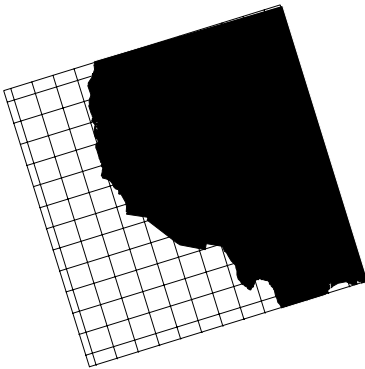
---

PREPARED FOR:  
REGIONAL DIRECTOR  
CANDIDATES

---

PREPARED BY: DOUGLAS M. YEAMAN

---



## TYPICAL PROJECT DESCRIPTION

### Overview

This project maximizes the effectiveness of managers of currently marginal producing offices. We will work closely with them, helping them to implement the Quantum Management Management principles in their offices while maintaining the existing values model. The first phase focuses on the creation of a recruiting program while instituting an Action Group program for marginal and nonproductive sales people already in the offices. Through the use of the principle of commitment, managers can support their sales people in increased productivity. The accountability process allows managers to support those sales people who are going to produce while identifying those that are not. The second phase initiates a long term program designed to maintain high levels of production through Manager Workshops, Action Groups, The Journey To Mastery™, program, Action Monday™ and The Masters™ (mentor) program. The entire project will be held over a five month period.

### Productivity

A dramatic increase in productivity results from recognizing the sales people who are going to produce and letting go those who are not. By supporting sales people who produce in the lower third of each office, managers can directly influence the number of transactions for this group. Managers will learn to identify productive sales people while working with them in Action Groups. Managers track the sales people's activity through the process of accountability. The process empowers sales people to clearly see what they will need to do to become more productive. It is in the Action Groups that sales people choose to align with company standards or to work someplace else.

### Recruiting

Quantum Management analyzes the recruiting needs of each of the offices. The analysis allows a company to track the effectiveness of its current program and to decide on a course of action based on accurate numbers. A decision can be made to either maintain the current program or to have Quantum Management structure a program to address specific needs. Our talent lies in creating programs that successfully recruit highly productive sales associates.

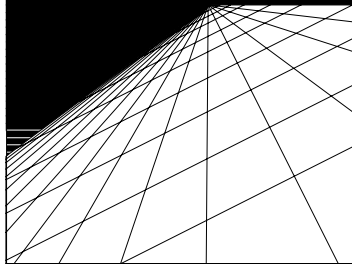


JULY 13, 1997

PREPARED FOR:  
REGIONAL DIRECTOR  
CANDIDATES

PREPARED BY: DOUGLAS M. YEAMAN

## PROGRAM OBJECTIVES



- ◆ To bring into full focus the necessity of recruiting.
- ◆ To identify what it is costing you not to recruit.
- ◆ A deep understanding of the role of recruiting's in an office.
- ◆ An outline of the measurable and specific relevant steps for recruiting.
- ◆ Breakthroughs in your own personal obstacles -Recruiting made easy!
- ◆ A clear definition of your standards .
- ◆ Recruiting people who meet your standards.
- ◆ Enabling new recruits to produce through self-management.

## Who we are...

Quantum Management is a unique consulting service. We offer consulting and training services for every department within your company. We have a proven track record in boosting executive effectiveness, employee performance and corporate profits.

*Quantum Management's Trainings* were developed by Douglas M. Yeaman. Mr. Yeaman's most recent projects include his involvement with the Soviet-American Task Force as a facilitator and the first Soviet-American Citizen Summit Conference. While active with Quantum Management he founded At-Choice a nonprofit organization helping the unemployed and Youth-At-Choice helping youths find alternatives to drugs and alcohol. Mr. Yeaman along with Dr. Jerry Jampolsky, organized and financed a conference on AID's. Mr. Yeaman's background in business is extensive. At the age of 23, he developed a soft drink company. Selling this company to a Fortune 500 company began to establish his now national recognition. Following the

sale, Mr. Yeaman spent several years as a business consultant in Europe and the United Kingdom. Upon his return to the United States in the early 1970's, he organized a large management consulting company in the San Francisco Bay area. The firm specialized in organizational development and management. Today, Mr. Yeaman is a highly respected management consultant and is known for his ability to motivate and train within organizations, enabling them to become high performance systems .

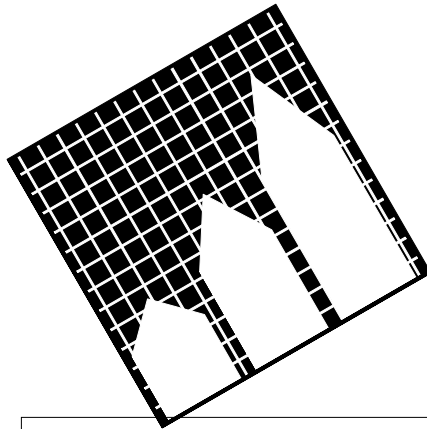
In addition to the creation of his training seminars, Mr. Yeaman authored the book "The Power of Commitment" and became widely involved in civic and business leadership. A national speaker at conferences and seminars, was involved as a facilitator in the Soviet-American Citizen Summit, initiating the current Soviet-American Citizen Exchange. He has led symposiums along with such notable people as Barbara Marx Hubbard, Buckminster Fuller, and Jerry Jampolsky, M.D.. He continues to consult with top executives at major corporations.



JULY 13, 1997

PREPARED FOR:  
REGIONAL DIRECTOR  
CANDIDATES

PREPARED BY: DOUGLAS M. YEAMAN



**Partial List of Clients**

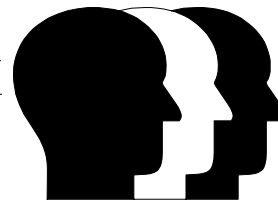
- ARCO Oil
- Prudential California Realty
- Jon Douglas Company
- Fred Sands Real Estate
- Herbert Hawkins Co.
- Coldwell-Banker
- Lee and Associates
- Prudential Connecticut Realty
- McDonnell Douglas
- American Family Financial
- Kidder Peabody
- Dean Witter
- TRW

*In Quantum Management we were asked to write a "vision statement" addressing values and goals-- and then invited to read it aloud. I was afraid to stand up. But as I sat there, I realized my vision wasn't worth a damn unless I stood up for it." The whole experience was incredibly poignant and very cathartic.*

**Norm Reed  
President, Real Vest Inc.**

*There is phrase we learned at the retreat: "Leaders make leaders out of other people." I have done this with my group at work and the result has been outstanding."*

**John T. Barrett  
Operations Manager  
Arco Western Pipe Line**



**WHAT PEOPLE  
SAY ABOUT US**

*Since the Quantum Management training things have really fallen into place for me. I've always had a quiet dream to get into politics and out of nowhere two people came up to me and asked me to run for city council. My dreams are becoming reality.*

**Gladys Gutierrez  
McDonnell Douglas  
Corporation  
Douglas Aircraft Company**

*recognizing that within each of us there is the power to know how and to what one commits. This results in a discipline that governs every aspect of our lives and does so with an agreeably, infectious insistence and an ever increasing flow of mental and spiritual adrenaline. I fully endorse the value of the Quantum Management training (or training method).*

**Clinton A. Solomon  
Assistant Professor  
School of Cinema/Television  
University of Southern  
California**

*My introduction to and involvement with Quantum Management has resulted in a profoundly rewarding and beneficial feeling at learning to fulfill commitment 100%. Much of that feeling is rooted in*

*Excellent course for anyone who is in sales or self employed. It has taught me to be organized, given me self confidence and improved my sales. It is unique in all its aspects. A must for whoever wants to succeed. I have tripled my personal income in three years.*

**Janice Rannick  
Senior Partner  
Lee and Associates  
Newport Beach, Ca.**



## LASER™ MANAGEMENT SYSTEMS

Quantum Management has been training real estate sales people and managers for over 17 years and has become synonymous with productivity. Our unique method of training enables managers to become more effective in recruiting new sales people, as well as taking marginal producers and building them into core producers.

We work closely with managers, helping them to implement the Quantum Management's principles in their offices. The first phase of the training focuses on the creation of action group meetings for marginal and non-productive sales people. Through the use of the principle of commitment, managers can support their sales people in increased productivity. The accountability process allows managers to support those sales people who are going to produce while identifying those that are not. The second phase of the training initiates a long term recruitment program.

### **PRODUCTIVITY**

A dramatic increase in productivity results from recognizing the sales people who are going to produce and letting go those who are not. By supporting sales people who produce in the lower third of each office, managers can directly influence the number of transactions for this group. Managers will learn to identify productive sales people while working with them in Action Groups. Managers track the sales people's activity through the process of accountability. The process empowers sales people to clearly see what they will need to do to become more productive. It is in the Action Groups that sales people choose to align with company standards or to work someplace else.

### **RECRUITING**

Creating a structured recruiting program that includes working with future sales people during the licensing process satisfies three needs. First, it enables managers to track students during their licensing period: to groom them so that they work effectively and in alignment with office standards. Second, it provides a steady stream of new sales people. And third, it

❖ Creation of successful action groups

❖ Identification and implementation of standards

❖ A clear understanding of how to manage standards instead of people

❖ A knowledge of the recruiting process and its important role in production

❖ Identification of what it is costing you not to recruit on a long-term basis

❖ How to empower new sales people towards high production

❖ Development of a productive office culture in which sales people choose to align



---

GOOD THROUGH 1997

---

PREPARED FOR:

RESIDENTIAL REAL ESTATE

---

PREPARED BY: DOUGLAS M. YEAMAN

---

# The Power of Commitment

## COMMITMENT INTENSIVE WORKSHOPS

Under certain circumstances, Quantum Management offers follow-up workshops to our Power of Commitment™ training. These Commitment Intensive Workshops are designed to support recent participants in actualizing the principles they learned during the training.

Topics covered in the workshops include:

- Holding Open Houses at a “10”
- How to Get a Buyer to Work Exclusively with You
- Committing Communication™
- Vision
- How to Relate Effectively with other Sales people and Produce Results
- Round Table Discussions on Transaction Building

Although there is no charge for the workshops, participants agree to support Quantum Management by helping to enroll two people into our next scheduled Power of Commitment™. This commitment encourages sales people to go into their industry and environment, to use the principles and to actualize them fully in interaction with others.

### THE POWER OF COMMITMENT™

The Power Of Commitment™ is structured to bring out the power that is already within each one of us. It is the kind of power that lets us look at life through our own eyes--that lets us deal with life and business on our terms.

The training deals specifically with techniques that are critical to success:

- ❖ Organization and Time Management, which gives a way of measuring your progress precisely.
- ❖ Effective Prospecting Techniques
- ❖ Converting Leads Into Sales
- ❖ Probing-One-On-One Sessions With Clients
- ❖ Getting Buyers to Work Exclusively With You
- ❖ Increased Closing Ratios
- ❖ Decision Shaping — Structuring Transactions that are Relatively Problem Free

To tie it all together into a cohesive experience, participants will be asked to “role-play” the techniques they have learned. To achieve a sense of realism, successful sales people working with Quantum Management principles, will act as facilitators. By sharing their experiences, participants will get firsthand exposure in how to deal successfully with the varied situations they will come across in their daily quest for more sales and listings.

Using the principle of commitment, we lead the participants to a Time Management System as never seen before. It’s impact is to give you freedom to set and reach your goals, measure your progress and allow you to fully enjoy yourself when you work. By the same token, when you decide to not work, you can enjoy your free time without reservation.



---

GOOD THROUGH 1997

---

PREPARED FOR:

RESIDENTIAL REAL ESTATE

---

PREPARED BY: DOUGLAS M. YEAMAN

---



# The Power of Commitment

## The Power of Commitment... cont'd

This is a commitment-based, activity-oriented training that is both informational and transformational. It is *not* motivational (although most people come out of the training both motivated and energized). Participants are taught how to evaluate the way they are using their time (time management with a twist), and to look at what are the things that prevent them from getting what they want in life. Participants learn to tell the truth about themselves in a non-judgmental way and to create relationships with others that are honest and non-judgmental.

Participants learn techniques for creating success by making and keeping commitments and develop clarity about what is, and what is not, a commitment. Out of this process, people begin to see what is truly important to them and can apply the principles for success in all aspects of their lives.

Client management is a focus throughout the training. Participants learn to create relationships with clients that facilitate the selling process and reduce the stress normally attached to transactions. They also learn a process by which it is easy to determine which customers are going to become clients and which ones are not, which reduces the time wasted on relationships that will never become productive.

### **Cost and Time:**

This module is 4 days over a 2 week period. The cost is \$595 per person. This cost includes a time management system and all materials necessary for the trainings effectiveness. It does not include Home Tour™ materials.





QUANTUM  
MANAGEMENT  
SYSTEMS

---

GOOD THROUGH 1997

---

PREPARED FOR:

RESIDENTIAL REAL ESTATE

---

PREPARED BY: DOUGLAS M. YEAMAN

---



## Home Tour™ Certification

Every element of a successful Home Tour™ is practiced in this module. All of the prospecting activities are completed during this process, including the development of a personal marketing piece to be used in the door-knocking process. A dress rehearsal for the actual Home Tour™ is conducted. The participant is first certified in using the scripts and language which are an integral part of the process. Next, the staging of the home, including the materials necessary to conduct a successful Home Tour™ are reviewed. The participant practices using all of the props, scripts, and body language that is integral to this method of prospecting. By the end of this training, participants are certified in the Home Tour™ process and are able to get attendance and appointments at a very high rate (minimum of 20%), making this process one of the most powerful and concentrated prospecting tools available today.

### **Cost and Time:**

This module is 4½ days, and includes a weekend. The cost is \$250 per person. This cost includes a training packet and sample forms necessary for the trainings effectiveness. It does not include Home Tour™ materials or the starter kit.



QUANTUM  
MANAGEMENT  
SYSTEMS

---

GOOD THROUGH 1997

---

PREPARED FOR:

RESIDENTIAL REAL ESTATE

---

PREPARED BY: DOUGLAS M. YEAMAN

---



## Committing Communication™

The purpose of this module is to develop mastery around the communication skills which create relationship. These are practice sessions in which the participant has the opportunity to experience not only the role of the interviewer/salesperson, but also the role of the client. This allows the participant to better understand the impact of the process.

We deal with why people buy things from a psychological/emotional point of view. We teach the participant how to work with the client in discovering the benefits that they are actually trying to buy. People talk to us in terms of features, i.e., bedrooms, bathrooms, interest rates, points, etc., but what they actually buy are the benefits surrounding those features. In the course of discovering these benefits, a relationship is established that eliminates much of the difficulties that occur in a selling situation. Trust is established, and the relationship is one of mutual objectives and respect. The relationships that are created as a result of this process are very easy to manage.

### **Cost and Time:**

This module is 4 days in one week. The cost is \$350 per person. This cost includes a training packet and sample form necessary for the trainings effectiveness. It does not include Home Tour™ materials or the starter kit.

Salespeople communicate more clearly and give permission to their clients to tell the truth about what is happening without damaging the relationship. As a result, elaborate, manipulative sales techniques are not required, and in fact, would be counterproductive. Closing the sale is a natural process that comes easily and quickly. The final benefit is that this process eliminates the customers who will never become clients, and allows the salesperson to move on to find client relationships that will be productive.



---

GOOD THROUGH 1997

---

PREPARED FOR:

RESIDENTIAL REAL ESTATE

---

PREPARED BY: DOUGLAS M. YEAMAN

---



## Matrix Marketing

The participant in this process develops the skills necessary to maintain relationships with less experienced salespeople which result in increased prospecting activities and lead generation. The more experienced partner in this relationship provides the materials necessary to the process (printed material, postage, refreshments, flowers), in short, all of the things which cost money. The less experienced partner provides the pieces which take time (cold calling, making appointments, mail-outs, etc.). Leads are shared in a very structured way so that the process is win-win for everyone. Referral fees are paid on every transaction to everyone involved so each party is motivated to keep their commitments. In addition, the more experienced partner agrees to let the less experienced partner “shadow” them as they go about the course of their business. This modeling process is invaluable to the less experienced partner and is a form of training that is the most acceptable and least disruptive to the more experienced partner.

### **Cost and Time:**

This module is 9 days; 2 days per month the 1st 3 months, 1 day per month for the next 3 months. Total commitment: 6 months. The cost is \$2,000 per person. It does not include Home Tour™ materials or the starter kit.