

Building Habits: Turning Analysts into Producers

Context

Newly minted Jones Lang LaSalle (JLL) Directors are required to build their own books of business. They find this a challenge because 1) they retain underwriting responsibilities on current deals, 2) they do not know or practice basic sales disciplines, and 3) they are young with underdeveloped networks and personal brands.

Client Task

Decrease the time it takes for junior producers to originate their own business.

RKE Solution

Deliver a 90-day sales accelerator with in-person training at the Kickoff, weekly virtual check-ins, and a Capstone event to teach and habituate basic sales disciplines.

Client Results

1. A 500% increase in prospects.
2. All participants went from having no plan to a comprehensive business development plan and lead tracking system
3. All participants demonstrated clear mastery of the value proposition pitches.

The RKE Difference



Spotlight on Your Expertise



Iterative Process



Data-Driven

Testimonial

“RKE’s sales accelerator provided our team with the concepts and habits needed to lay a foundation for very profitable production origination.”

Campbell Roche, Senior Managing Director

