

# Customer Success Representative

*Role Description & Scorecard*

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## Why this job is important

Our success reps help real estate agents build a better business and a better life, by helping them succeed with our apps:



In doing so, they directly help our users generate \$25 million in revenue growth every year. That is *personal income*. Income to support their families, get out of debt, travel the world, save for retirement, or invest in other businesses. This job matters.

## What you'll learn

You'll learn the real estate business inside and out. You'll learn lead generation and marketing. And you'll learn an approach to support from the heart of a teacher that you can feel GREAT about.

## Who you'll work with

You'll work alongside a team of dedicated, talented, and *fun* people. We're here for you when you need us. But most of the time, you get to work on your own.

We hate endless real time chat. We believe people do their best work when they can focus. For that reason, we communicate asynchronously (2-5x daily). The rest of the time, you're left in peace to just do great work.

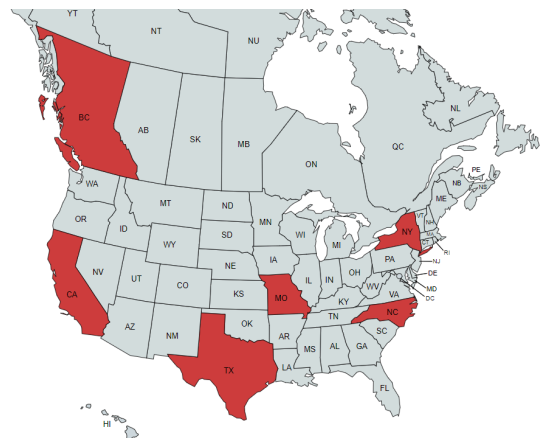
## Where you'll do it

Anywhere! Guerilla Realty is based in North Carolina, but our team works 100% remotely. Currently our team stretches across 5 states. Daily communication happens in Slack, and sometimes email. We use Google Meets as needed. Finally, you will attend an in-person all staff retreat twice per year (we pay for travel).

## What Guerilla Realty does

We create tools and training to rapidly grow our users' real estate businesses. (Read more about us here ->

<http://bit.ly/2Wd1Pe0>)



### **Why we do it**

We do it to help 500 REALTORS per year grow fulfilling, sustainable six-figure real estate businesses. The real estate business is tough. We are here to help our users overcome and *win*.

### **Required Proficiencies**

- Strong creative and analytical thinking skills.
- Working from cloud-based CRM software
- Strong problem solving and diagnostic skills
- Managing schedule effectively
- Excellent written communication skills
- Meticulously punctual
- Strong computer and technical skills
- Personable, comfortable and effective communicating with both business and technical personnel.
- Comfortable working in a partially or fully distributed team with limited direction.
- Goal-oriented, self-driven, with strong internal motivation.

### **Experience**

*Minimum 2 years experience in a similar position.*

### **Benefits**

- Work from anywhere (we're 100% remote)
- Excellent hourly rate (reps earn \$21/hr full-time in year 1)
- Quarterly bonuses for achieving KPIs (up to 5%)
- Unlimited vacation (mandated 2 weeks/yr)
- Full costs reimbursed for real estate licensing course
- Unlimited equipment allowance
- \$100/mo. reimbursable personal / marriage counseling

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### **Role Description**

1. Let's keep it simple: You help people use Pipeline Pro Tools.
2. You are the face of Guerilla Realty after the sale. Be pleasant and professional always.
3. Your support will be 75% reactive email/chat/phone responses and 25% proactive approaches to customers who may be struggling to get started or maintain momentum.
4. Reactive support will include both a training component as well as a motivational component.
5. Your support responses will always include
  - a. Communicating your genuine desire to help them solve problems

- b. Asking followup questions to gather more information/Answering questions as in-depth and completely as possible
  - c. Anticipating potential second order questions that they have not yet asked and answering those as well
6. Proactive approaches include phone calls, text messages, and emails and will be consistent without being overbearing and direct without being pushy.
7. You will have 1 weekly meeting directly with Levi Jones (founder) to report KPIs and to talk through challenges in the support process

### **Role Scorecard**

1. Uphold our company's 6 core values
2. You help agents win by providing amazing support. The hallmarks of amazing support
  - a. Discover the customer's obstacle and help them overcome it
  - b. Ask additional questions when the obstacle is not obvious
  - c. Test technical issues yourself to determine root cause
  - d. Go beyond supporting our tools and instead support their business
  - e. Identify business practices they can implement to help them use the tools
  - f. Agents win when they can take control of their business and implement Pipeline Pro Tools for their lead generation to help them reach their goals
3. You are committed to the process. Your commitment can express itself in many various ways, but it will definitely include...
  - a. Responding promptly
  - b. Being kind and professional ESPECIALLY when that is not reciprocated
  - c. Treating the customer like a \$1 million deal even when we know they can barely afford \$199/mo.
  - d. Following up religiously 1x weekly FOREVER until they get started or ask you to stop calling
  - e. Pursuing our customers as if they were a lost lamb (leave the 99 to find the 1)

4. You figure things out.
  - a. You own the support process and understand that the buck stops with you. You are not afraid to ask for help, but only after completely exhausting your own ingenuity.
  - b. You do not look for others to do for you. You live out the phrase “Be the change you want to see in the world.”
  - c. You do not say “It would be really nice if...”. Instead you create a makeshift solution on your own to test your hypotheses. You don’t ask the team to lift a finger until you’ve done your own research and you know that their efforts will be effective.
  - d. You will discover problems in the support process on your own, oftentimes even before leadership, and then you will fix them on your own and report back to the team before any of us knew there was a problem.
5. You love our customers
  - a. You do not use disparaging names or descriptions for customers.
  - b. You treat every customer like the lost lamb.
  - c. You believe more for the customers than they believe for themselves.
  - d. And you are able to brush off any negative behavior shown by the customer.
  - e. You are not a doormat; you demand respect! However, you NEVER lose your cool or lose sight of the goal. To help the customer win.
6. You never stop learning
  - a. You read books
  - b. You study other companies’ support processes
  - c. You are not only open to critique, you actively seek it out
7. You honor your word. You religiously do what you say you’re going to do. This builds massive trust between you and the customer, and by extension Guerilla Realty and the customer. This trust will carry over to long after they join Pipeline Pro Tools, and they will give greater weight to all the advice and training we give them -- and this will help them win.