

Buyer's Agent Team Coaching™

Session 1

Increase Your Performance



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Learn key strategies and training systems.
- Set up accountability systems for yourself.

FOCUS ON TRAINING

Don't waste your leads.

Every lead costs money and time to create.

Minimize your time in closing the transaction:

Setting performance standards:

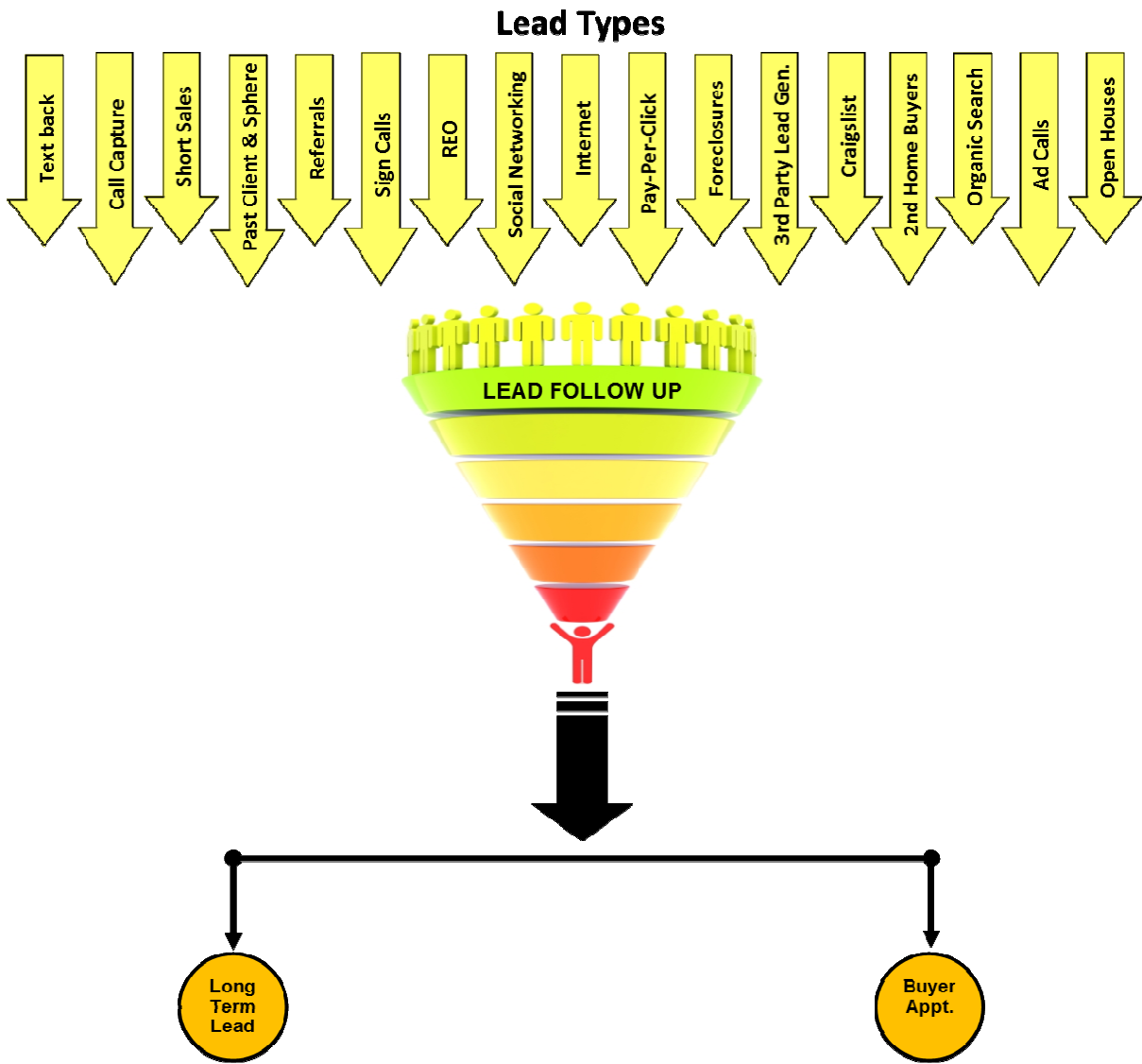
SETTING PERFORMANCE STANDARDS

Three rules for increasing performance:

1. You will first see results based on what you inspect; results based on what you expect will come second.
2. When performance is measured, performance improves. When performance is measured and reported, performance improves faster.
3. When you require not only the measuring but also the reporting of performance, you will see performance improvement speed up.

Buyer's Agent Targets:

SALES CYCLE FLOW CHART



LEADS

What is your definition of a lead?

What must they do to qualify to work with you?

We need to understand we must be highly selective of who goes in our follow-up systems...leads cost us time and money.

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY

URGENCY TO TAKE ACTION (AA, A, B, C, D)

COMMITMENT TO YOU (1, 2, 3)

AA – WILL TAKE ACTION WITHIN 7 DAYS or LESS

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

A – WILL TAKE ACTION WITHIN 30 DAYS

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

C- WILL PROBABLY TAKE ACTION WITHIN 90 – 180 DAYS

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

D – WILL POSSIBLY TAKE ACTION SOMETIME (180 DAYS +)

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

COMMITTED MEANS YOU WOULD BET BIG MONEY ON IT

PROBABLY MEANS BETTER THAN 50% CHANCE OF IT

POSSIBLY MEANS 1 TO 50% CHANCE OF IT

**FOLLOW-UP ACTIVITY SHOULD BE BASED ON ACCURATE
ASSESSMENT OF CONVERSION PROBABILITY**

WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE BUSINESS!

BUYERS PIPELINE

DATE RANGE: _____



Client: _____

CLIENTCARE@REALESTATECHAMPIONS.COM OR FAX TO: 541-383-8832

Coach: _____

	Type*	Date	Name	Source	Pre-Approved	Lender Name	Amount Qualified	Purchase Date Target	Comments
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

***Type Key 0-7**

AA-1 – Committed to Me
 AA-2 – Probably with Me
 AA-3 – Possibly with Me

8-30

A-1 – Committed to Me
 A-2 – Probably with Me
 A-3 – Possibly with Me

30-90

B-1 – Committed to Me
 B-2 – Probably with Me
 B-3 – Possibly with Me

90-180+

C-1 – Committed to Me
 C-2 – Probably with Me
 C-3 – Possibly with Me

180+

D-1 – Committed to Me
 D-2 – Probably with Me
 D-3 – Possibly with Me

ACTION PLANS – WEEK 1

1. Implement the lead monitoring forms in your business.
2. Set performance benchmarks for yourself; sales as well as committed clients, consultation appointments, inventory of leads, and lead conversion ratios.