

# Buyer's Agent Team Coaching™

Session 22

Setting Up Your Long-Term Success



To your Achievement of Excellence in Life

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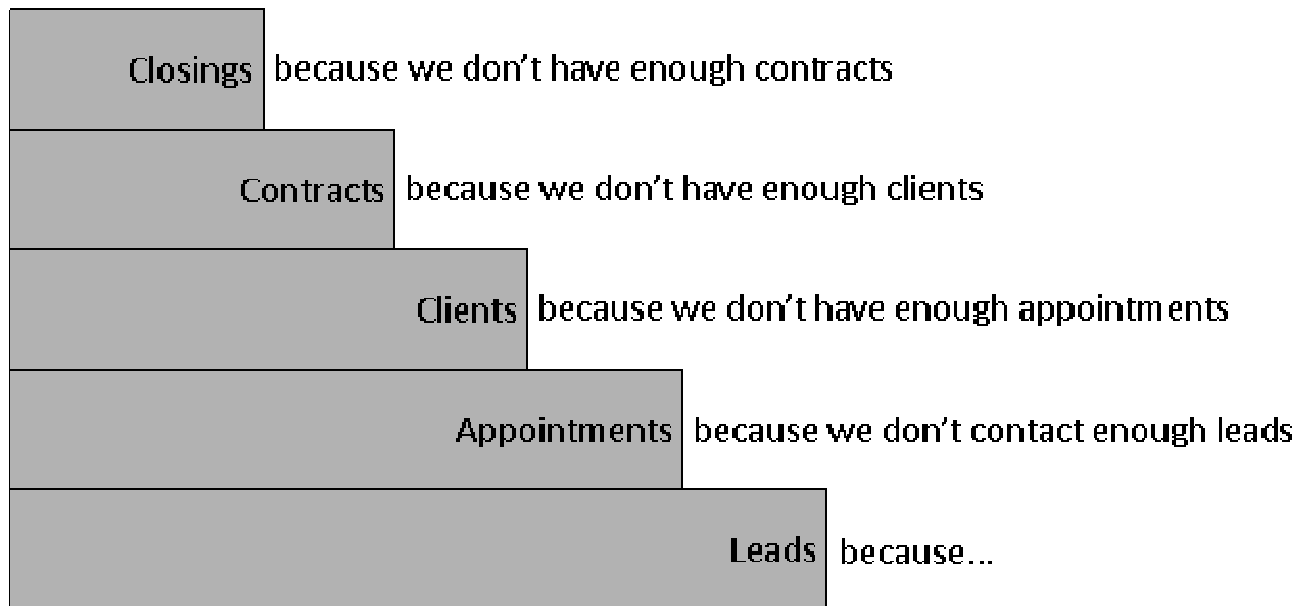
## **OBJECTIVES**

**During this session you will:**

- Move yourself out of the Stepladder of Need
- Create your Business GPS
- Craft your Disciplines of a Champion
- Set yourself up for long-term success

THE STEPLADDER OF NEED

We don't have enough:



We don't contact enough leads because...

- We are not confident in our presentation
- We do not schedule and prepare for it
- We don't know what to say

Persistence will create the payoff

- With prospects in lead follow up
- On the phone asking for the appointment
- Don't just ask once

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**PROFESSIONAL RESOURCES**

**1. Time**

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**2. Knowledge**

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**3. Energy**

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**4. Money**

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**5. Emotion**

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**DEALING WITH NON-QUALIFIED PROSPECTS**

**CONCEPTS:**

1. Make good "business decisions"
2. You work on a "contingency fee" basis
3. You have limited resources
4. You have personal responsibilities
5. You can't help everyone
6. Rate prospects:
  - Qualified now
  - Future qualified prospects
  - Marginally qualified prospects
  - Non-qualified prospects

**RATING PROSPECTS: FUTURE QUALIFIED PROSPECTS**

1. Put on hold
2. Give access to available listing information
3. Invite to drive-by
4. Do not show until qualified

**RATING PROSPECTS: MARGINALLY QUALIFIED PROSPECTS**

1. Tell prospect you are not available now
2. You know a good agent who is available
3. Refer then to a "less efficient" agent

**RATING PROSPECTS: NON-QUALIFIED PROSPECTS**

1. Be candid
2. "I can't help you because (situation)."
3. "If (your situation) changes I would like to help you."

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!**

**YOUR BUSINESS GPS**

**1. Buyers Pipeline**

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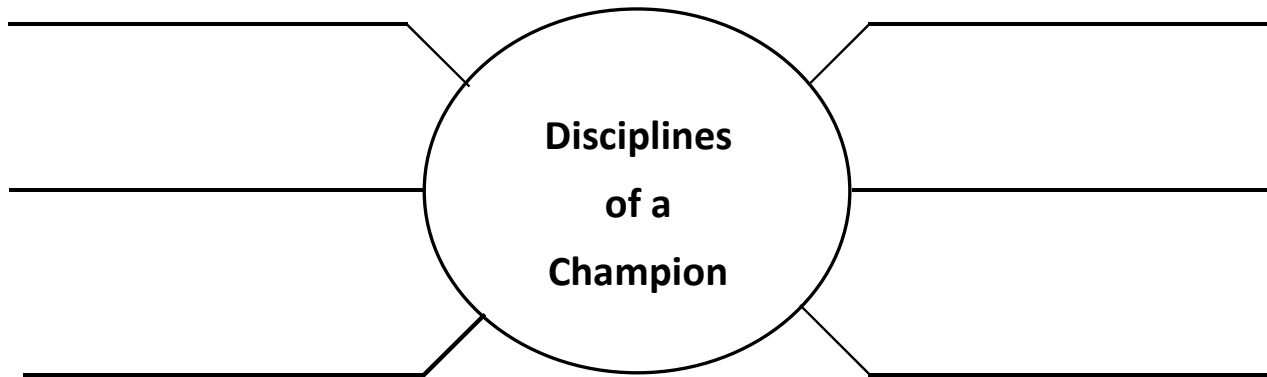
**2. Triple Track**

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**3. Disciplines of a Champion**



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**45-DAY AFTER THE SALE SYSTEM CALL SEQUENCE**

**1st Day**      *"Thank you for allowing me to serve"*

**3rd Day**      *"How did the move go?"*

**7th Day**      *"Are you getting out of boxes?"*  
*"Is there anything you found wrong?"*

**14th Day**      *"Have you met the neighbors?"*  
*"How are the kids doing?"*

**30th Day**      *"Congratulations! You are on your 30th day in your new home!"*

**45th Day**      *"Is there anything that I can do?"*

**ACTION PLANS – WEEK 22**

1. Practice scripts and dialogues
2. Complete your Disciplines of a Champion
3. Review Triple Track and Your Buyer Pipeline weekly