

Buyer's Agent Team Coaching™ II

Session 7

Gaps Happen...



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Identify and close production gaps
- Develop your Close the Gap Plan

STEPS TO CLOSING THE GAP

STEP 1:

You have to know where you are right now

Questions:

What was your goal for the year in income?

Where are you in closed income?

What do you have in the pending pipeline?

What buyers do you have guaranteed to buy?

What buyers are you working with right now that are guaranteed to buy and close?

FINDING THE GAP

ClientCare@RealEstateChampions.com OR Fax: 541-383-8832

Client _____ Coach: _____ Date: _____

1. What was your goal for the year in income? _____

2. Closed Income:
Where are you in closed income? _____

Pending Income:
What do you have in your pending pipeline? _____

Buyer Inventory:
What buyers are you working with guaranteed to buy and close? _____

Projected Income: _____

3. Annual income goal _____

- Projected income _____

= THE GAP _____

4. Income gap _____

÷ Average commission _____

= UNIT GAP _____

STEP 2:

The "Decision"

Full gap

OR

Partial gap

How do you feel about it?

What price are you willing to pay?

STEP 3:

Invest in planning time weekly

The 3-step planning process:

- **Define: Our markets, our service**
- **Building: Our reputation, our database**
- **Managing: Our activities, our direction**

STEP 4:

Work hard on yourself!

**"Your problem is to bridge the gap which exists between
where you are now and the goal you intend to reach..."**

- Earl Nightingale

BREAKOUT SESSION

BREAKOUT SESSION 7

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 7

1. Complete your Gap Tool
2. Protect your planning time this week
3. Practice listening for openings in role-play