



Virtual Top Gun Academy™

Session 1

Ground School



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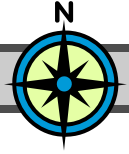
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OBJECTIVES



During this session you will:

- Familiarize yourself with Virtual Top Gun Academy's™ virtual sessions using WebEx
- Address any technical issues you have
- Learn the Virtual Top Gun Academy™ course objectives
- Understand the power of a Lead Triad

Technique Mastery

Offer greater benefits and value

Prospect Consistently

Grow Your Leads

Use Effective Scripts and Tools

Never Stop Learning

VIRTUAL TOP GUN SESSION 1 – GROUND SCHOOL

ACCOUNTABILITY STANDARDS AND COMMITMENTS

ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

CANDIDATE'S COMMITMENTS TO COACH

- I know that I must change to improve and achieve my goals.
- I am committed to the Virtual Top Gun Academy™ and know that the program will help me achieve success.
- I am committed to attending each Virtual Top Gun Session, to being on time, prepared and focused.
- I am committed to my daily prospecting goals.
- I am committed to daily contact with my accountability partner (5 days per week) to report my daily contact numbers and to support, encourage and challenge them to meet their goals.
- I commit to weekly script practice with my accountability partner.
- I am committed to my Squadron and will attend and participate in breakout sessions with an open mind and team building attitude.
- During my Virtual Top Gun Sessions I will have privacy – free from interruptions.
- I will put 100% effort into each action plan or task.
- I expect success, because I am a Champion!
- I understand that each infraction of these commitments will result in an error notice from my instructor. Four error notices will result in my dismissal from the Academy.

COACH'S COMMITMENTS TO CANDIDATE

- I am committed to providing you the tools, strategies and techniques that will transform your business.
- I am committed to giving you candid feedback, even if it means telling you what you don't want to hear.
- I am committed to helping you to develop your goals, plans, strategies, skills and systems for greater success.
- I am committed to making you accountable to your goals, plans and commitments.
- I am committed to being prepared for each Virtual Top Gun Session.
- I am committed to making the value of your Virtual Top Gun Academy™ experience significantly exceed the time you invest and the cost.

Print Name

Candidate Signature



Coach

ERROR NOTICES

An ERROR will be issued for each of the following:

- ➔ Failure to report for duty (Class)
- ➔ Failure to complete a mission
- ➔ Failure to submit a completed weekly Captain's Log
- ➔ Divulging top secret information
- ➔ Exhibiting a negative Squadron attitude (Determined by Squadron)

If you receive an error, a copy of the error notice *may* be given to your Squadron Leader.

ERROR Procedures:

- ➔ My first error will be a FLAME OUT
- ➔ My second error will be a STALL
- ➔ My third error will be a SPIN
- ➔ My final error will be a CRASH

If you crash, you will no longer be a Candidate, but may continue to attend the remainder of Virtual Top Gun Academy™.

Virtual TOP GUN Academy™



ERROR NOTICE!

NOTICE is hereby given to _____ that you have received your 1st Error.

Reason for error: _____

Making an error is a part of the learning process and we all learn from the mistakes we make. The most important part is to learn and to improve our ability to be the best we can be.

This error is given this _____ day of _____ 20_____.

NOTE: After four errors, you will no longer be a Candidate, but may continue to attend the remainder of Virtual Top Gun Academy.

COUNTABLE TARGETS

Each will count for 1 (one) target.

LISTINGS TAKEN:

Any residential, industrial, commercial, or vacant land listing that is listed for a minimum of 90 days. (Exclusive Right to Sell only.)

We do not count property management, mortgage loans, or listing a buyer under a buyer brokerage agreement.

Re-lists, renewals, or extensions of an existing listing will count as a listing if it is for 180 days or more. (Only if salability rating is average or above.)

New Construction: If you list a subdivision, listings will count when construction is started and the specific home is listed. A subdivision of vacant lots counts as one target. As each lot is placed under contract, an additional listing target will be counted, plus it will count as a listing sold.

LISTINGS PENDED:

Any of your listings that are placed under contract. (The offer must be accepted by all parties before it is considered under contract.)

EXCLUSIVE BUYER LISTING CONTRACTS:

See next page for requirements to count Buyer Listings as a Target.

BUYERS PENDED:

Any residential, commercial, industrial, vacant land sale made by you. The contract must have been signed by all parties.

Example: You list and sell one of your listings all in one week. You get one target for a listing, one for a listing that sells, and one for a sale made, with a total of three targets.

EXCLUSIVE BUYER LISTING CONTRACTS

To count an Exclusive Buyer Listing Contract as a target, the contract must contain:

1. The buyer's name and signature
2. A minimum of 90 days
3. The specific geographic area covered; i.e. several counties or towns – not statewide
4. Exclusivity – compensation will be paid even if they buy, without your help during the time of the contract, a For Sale By Owner, New Construction, or through another broker. This keeps them loyal and you on your toes.

In addition, you must have completed a needs analysis, had them financially approved (conditionally), and shown them at least one property.

You must turn in a copy of each contract you get to your TOP GUN Instructor.

If your company's Buyer Listing Contract does not contain 1-4 then it will not be counted.

A Buyer Listing Contract is not the same as Agency Disclosure. Agency Disclosure is required in most states. Buyer Listing Contracts usually include Agency Disclosure but Agency Disclosure may continue to be a separate form, which would then become an addendum to this agreement.

VIRTUAL TOP GUN SESSION 1 – GROUND SCHOOL

COUNTABLE TARGETS EXAMPLE

Countable Targets Example:

You list and sell one of your listings all in one week.

- ➔ One target for a listing.
- ➔ One target for a listing sold.
- ➔ One target for a sale made.

GRADUATION REQUIREMENTS

I understand I must obtain a minimum of **Five (5) targets** during the Academy to **Graduate**.

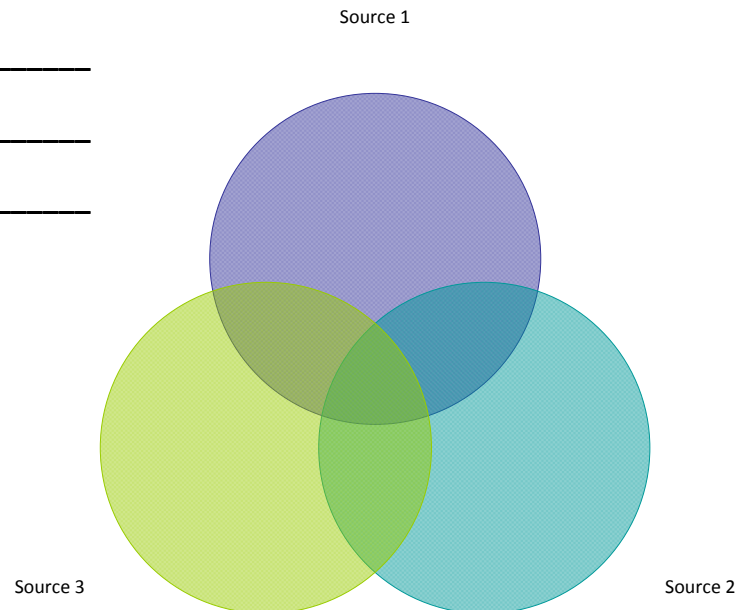
By obtaining at least **Ten (10) targets** during the Academy I understand I will receive my **Wings** and become an ERA TOP TEAM member.

ESTABLISHING A LEAD TRIAD

Source 1: _____

Source 2: _____

Source 3: _____



CREATING MORE LEADS FROM YOUR PAST CLIENTS AND SPHERE

What can we do after the sale to increase referrals?

45 DAY AFTER THE SALE SYSTEM CALL SEQUENCE

1st Day	<i>"Thank you for allowing me to serve"</i>
3rd Day	<i>"How did the move go?"</i>
7th Day	<i>"Are you getting out of boxes?" "Is there anything you found wrong?"</i>
14th Day	<i>"Have you met the neighbors?" "How are the kids doing?"</i>
30th Day	<i>"Congratulations! You are on your 30th day in your new home!"</i>
45th Day	<i>"Is there anything that I can do?"</i>

VIRTUAL TOP GUN SESSION 1 – GROUND SCHOOL

SEGMENT YOUR DATABASE AND MINE FOR GOLD

- **Segment your database into four segments.**
- **Evaluate the people in your database first by these following traits:**
 - People who previously have sent you referrals – even if those referrals didn't create a commission check.
 - People you liked to work with and who really liked you.
 - People who understand your need for business referrals.
 - People who were delighted with your service.

PLATINUM LEVEL CLIENTS

- **The Platinum Client Club is the _____ level.**

**VIRTUAL TOP GUN™
PLATINUM CLIENT PROFILE**



Our desire is to provide ongoing value and service to our clients. That commitment extends far beyond the closing of our initial transaction. We firmly believe we are in a long-term service relationship with each of our clients. We are focused on being a service provider for you and your family for life. With that in mind, we would ask you to spend a few minutes completing our Platinum Client Profile. We look forward to providing you, your family and friends our Platinum service for life.

Date _____

CUSTOMER

1. Customer's Name? _____

Does s/he use a nickname? _____

2. Company name? _____

3. Company Address? _____

Home address? _____

4. Telephone numbers? (Which is best to reach at?)

Business: _____

Home: _____

5. Date of Birth? _____

Place of birth? _____

What is his/her Hometown? _____

EDUCATION

6. High school? _____

Year graduated _____

Attend College? Which one? _____

Year graduated _____

7. Did you belong to any College fraternity/sorority? If so, which one?

8. Did you participate in sports?

FAMILY

9. What is Spouse's name and occupation?

10. What is Spouse's education?

11. What are Spouse's interests?

12. When is your Anniversary?

13. Do you have Children? If yes, names/ages?

14. What are your Children's education levels?

15. Children's interests? (hobbies, problems, etc.)

SPECIAL INTERESTS

16. Do you belong to any clubs, fraternal associations or service clubs? (Masons, Kiwanis, etc.)

17. Are you active in your community? How?

LIFESTYLE

18. What is your favorite place for lunch?

What is your favorite place for dinner?

19. Do you enjoy spectator sports? If so, which sports and teams?

VIRTUAL TOP GUN SESSION 1 – GROUND SCHOOL

GOLD LEVEL CLIENTS

SILVER LEVEL CLIENTS

BRONZE LEVEL CLIENTS

VIRTUAL TOP GUN SESSION 1 – GROUND SCHOOL

VIRTUAL TOP GUN™
SEGMENT YOUR DATABASE WORKSHEET



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Candidate _____ Group: _____ Coach: _____ Date: _____

*Remember the key to success is to implement a plan for each group,
but for this assignment simply list the number of database contacts you have in each group.*

Platinum The highest referral potential	
Gold Second Tier	
Silver Less than a 50% chance of referring	
Bronze Catch bucket for all the rest	

THE 5-5-5 SYSTEM OF SUCCESS

Definition of a contact

Physically talking with a human being, the age of 21 or older about buying or selling real estate or about referring you to someone who could.

1. 5 Past Clients or Sphere Clients
2. 5 Lead Follow up Clients
3. 5 “New” Clients (Someone you have not spoken with before)

THESE MUST BE DONE DAILY!

Captain's Log - Weekly Activity Grid

Fax Weekly to 541-330-7449																															
Email: ClientCare@realestatechampions.com																															
	Week 1					Total	Week 2					Total	Week 3					Total	Week 4					Total	Week 5					Total	Contact Totals
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		
Contact Numbers																															
SOI																															
Expds																															
FSBO																															
Open House																															
Other New Contact																															
Lead FU																															
Leads Created																															
Listing Appts																															
Daily Totals																															

Countable Targets	Week 1					Total Wk 1	Week 2					Total Wk 2	Week 3					Total Wk 3	Week 4					Total Wk 4	Week 5					Total Wk 5	Target Totals Wk 1-5
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		
Listings Taken																															
Listings Pended																															
Exclusive Buyer Contracts																															
Buyers Pended																															
	B/intl						B/intl						B/intl						B/intl												

AGENTS NAME: _____

GROUP NUMBER: _____

Captain's Log - Weekly Activity Grid



Fax Weekly to 541-330-7449

Email: ClientCare@realestatechampions.com


	Week 1					Total	Week 2					Total	Week 3					Total	Week 4					Total	Week 5					Total	Contact Totals		
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F				
Contact Numbers	EXAMPLE																																
SOI	5	5	3	2	4	1	4	6	6	6	3	5	5	5	5	2	5	2	4	4	20	5	2	4	4	4	25						112
Expds			5	2		7	2	4			6						1	3			4					1	1	18					
FSBO		2		1		3	1	1			2					1		2			3					1		9					
Open House																1	1				2					1		3					
Other New Contact	1	1		3	2	7	4	6	3	1	4	18	1	1	4	3	2	11	1	2	4	3	2	12	1	2	3	2	4	60			
Lead FU	2	3	4	1	3	13		2	1	4	1	8	2	4	2	1	3	12	2	4	2	1	3	12	2	4	1	3	2	57			
Leads Created	1	3	4	1	2	11	3	2	4	1	10		2	3	1	3	9									1	2		33				
Listing Appts		1				1	1		1	1	3				1	1	2			1			1		1				8				
Daily Totals	9	15	16	8	13	61	13	15	19	11	12	70	8	13	15	11	14	61	10	11	12	10	9	52	8	12	11	13	11	300			

Countable Targets	Week 1					Total Wk 1	Week 2					Total Wk 2	Week 3					Total Wk 3	Week 4					Total Wk 4	Week 5					Total Wk 5	Target Totals Wk 1-5
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		
Listings Taken		1				1	1		1	1	3				1	1	2												6		
Listings Pended							1				1			1	1	2		1				1					1	4			
Exclusive Buyer Contracts							1		1		1				1	1												2			
Buyers Pended				1	1	2														1			1						3		
	<u>B/intl</u> <i>Joe</i>						<u>B/intl</u> <i>Joe</i>						<u>B/intl</u> <i>Joe</i>						<u>B/intl</u> <i>Joe</i>						<u>B/intl</u> <i>Joe</i>						

AGENTS NAME: Joe Agent

GROUP NUMBER: 14

Captain's Log - Weekly Activity Grid

Fax Weekly to 541-330-7449																															
Email: ClientCare@realestatechampions.com																															
	Week 6					Total	Week 7					Total	Week 8					Total	Week 9					Total	Week 10					Total	Contact Totals
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		
Contact Numbers																															
SOI																															
Expds																															
FSBO																															
Open House																															
Other New Contact																															
Lead FU																															
Leads Created																															
Listing Appts																															
Daily Totals																															

Countable Targets	Week 6					Total Wk 6	Week 7					Total Wk 7	Week 8					Total Wk 8	Week 9					Total Wk 9	Week 10					Total Wk 10	Target Totals Wk 6-10
	M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		M	T	W	T	F		
Listings Taken																															
Listings Pended																															
Exclusive Buyer Contracts																															
Buyers Pended																															
	B/intl						B/intl						B/intl						B/intl						B/intl						

AGENTS NAME: _____

GROUP NUMBER: _____

CHAMPION RULE

Champion Rule: A Champion does prospecting and lead follow-up even when faced with the need to service a lot of clients.

YOUR MISSION – WEEK 1



1. Contact your Accountability Partner within 2 business days of receipt of squadron list to set up daily accountability and prospecting role play.
2. Begin the first two components of your 5-5-5 (your sphere of influence and lead follow-up contacts).
3. Create a 45-Day After the Sale System
4. Segment your database and be prepared to discuss this in your squadron meeting. Begin creating a 12-month plan for each group.
5. Order your copy of the NAR 2010 Profile of Home Buyers and Sellers and read Chapter 8 on FSBO's.