

# Team Mastery™

## Session 4

### Increase Performance of Your Buyer's Agents



To your Achievement of Excellence in Life

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## OBJECTIVES

**During this session you will:**

- Learn key training strategies and training systems for Buyer’s Agents.
- Set up accountability systems for Buyer’s Agents.

TRAINING THE BUYER’S AGENT

Don’t waste your leads.

Every lead costs money and time to create.

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Train in the order of importance and value:

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Train Buyer’s Agents from the back of the transaction to the front:

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SETTING PERFORMANCE STANDARDS

Two 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.

Establish measurable benchmarks:

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Buyer’s Agent Targets:

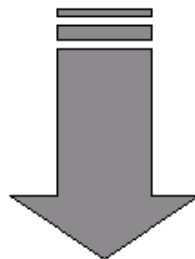
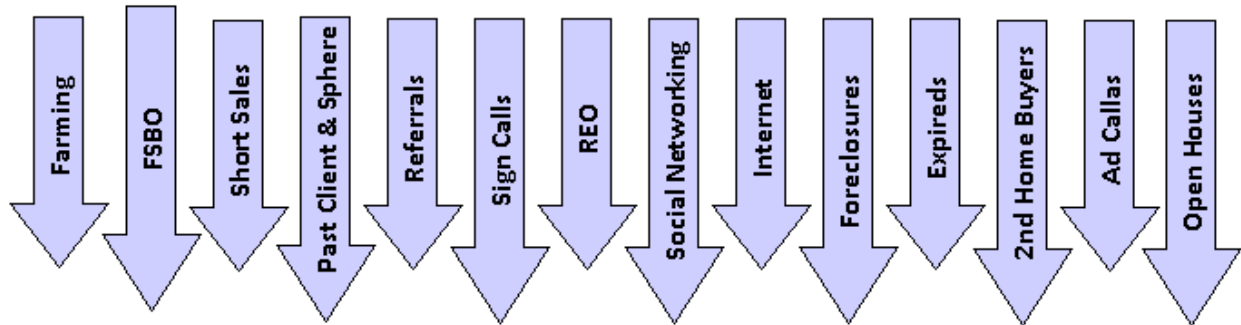
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SALES CYCLE FLOW CHART

Lead Types



**LEADS**

**What is your definition of a lead?**

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**What must they do to qualify to work with you?**

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**We need to understand we must be highly selective of who goes in our database...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**

CLIENT/PROSPECT INVENTORY TRACKING RECORD

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

Client \_\_\_\_\_ Group: \_\_\_\_\_ Coach: \_\_\_\_\_ Date: \_\_\_\_\_

I. ACTIVE SALABLE LISTINGS

NO. \_\_\_\_\_

II. QUALIFIED PROSPECTS CURRENTLY WORKING WITH

AA1 SELLER’S NAMES: \_\_\_\_\_

AA1 BUYER’S NAMES: \_\_\_\_\_

AA2 SELLER’S NAMES: \_\_\_\_\_

AA2 BUYER’S NAMES: \_\_\_\_\_

AA3 SELLER’S NAMES: \_\_\_\_\_

AA3 BUYER’S NAMES: \_\_\_\_\_

A1 SELLER’S NAMES: \_\_\_\_\_

A1 BUYER’S NAMES: \_\_\_\_\_

A2 SELLER’S NAMES: \_\_\_\_\_

A2 BUYER’S NAMES: \_\_\_\_\_

A3 SELLER’S NAMES: \_\_\_\_\_

A3 BUYER’S NAMES: \_\_\_\_\_

B(1-3) SELLERS WITHIN 30 – 90 DAYS? NO. \_\_\_\_\_

B(1-3) BUYERS WITHIN 30 – 90 DAYS? NO. \_\_\_\_\_

C(1-3) SELLERS WITHIN 90 – 180 DAYS? NO. \_\_\_\_\_

C(1-3) BUYERS WITHIN 90 – 180 DAYS? NO. \_\_\_\_\_

D(1-3) SELLERS SOMETIME? NO. \_\_\_\_\_

D(1-3) BUYERS SOMETIME? NO. \_\_\_\_\_

AA – Will almost certainly take action within 7 days or less

A - Will almost certainly take action within 30 days

B - Will probably take action within 30-90 days

C - Will probably take action within 90-180 days

D - Will probably take action within 180+ days

1-Committed to You

2-Probably with You

3-Possibly with You

Committed/almost certainly (90%+ odds)

Probably chance (50–90% odds)

Possibly (1–49% odds)

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



**BUYERS PIPELINE** DATE RANGE: \_\_\_\_\_  
 FAX TO: 541-383-8832



Client: \_\_\_\_\_

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

**SELLERS PIPELINE** DATE RANGE: \_\_\_\_\_  
 FAX TO: 541-383-8832



Client: \_\_\_\_\_

Coach: \_\_\_\_\_

	Type*	Date	Name	Sellers' Address	Source	Estimated List Price	Target Date To List	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  
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**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

CREATING YOUR LEAD FOLLOW-UP SYSTEM

Key factors in building a solid lead follow-up system:

- Strategy

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- Timing

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- Scripts

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- Collateral pieces

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ACTION PLANS – WEEK 4

1. Implement one of the lead monitoring forms in your business.
2. Determine your reverse training process back to front.
3. Set performance benchmarks for your team; sales as well as committed clients, consultation appointments, inventory of leads, and lead conversion ratios.
4. If you have unskilled team members...determine who takes first point of contact.