

The Four Skill Sets Necessary for Success

By Rich Levin

What do you believe you need to learn to have an Exceptional 2018?

Business Plan to Create Consistency

1. Goals
 - How many sales do you plan to make in 2018?
 - How many New Clients will you need?
2. Prospecting Plan - Where will they come from?
3. Systems - Time Management - Organization - to achieve it?
4. Skills to develop to make it happen
5. Motivation and Mindset
 - How will you motivate yourself every day?

2017 Projected Production \$ _____

2016 Production \$ _____

2015 Production \$ _____

Exceptional Goal for 2018 \$ _____

Happy Goal for 2018 \$ _____

Number of Transactions for 2018 _____

Number of New Clients for 2018 _____

Number of New Clients per week for 2018 _____

Prospecting Plan - Four Skills

Prospecting Plan - Marketing Lead Sources

Prospecting Plan - Direct Response Lead Sources

Prospecting Plan - Fall Back Lead Sources

Contact the Leads - Habit

Convert the Leads - Skill

Retain the Leads - System

System - For Goals and Accountability System

System - Implementing Your Prospecting Plan

System - Other Systems to Be Implemented in Your Business.

The 8 Areas of your Business Plan

The Five Simultaneous Skill Sets

Structure for a Successful Agent's Day

Weekly Priorities

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